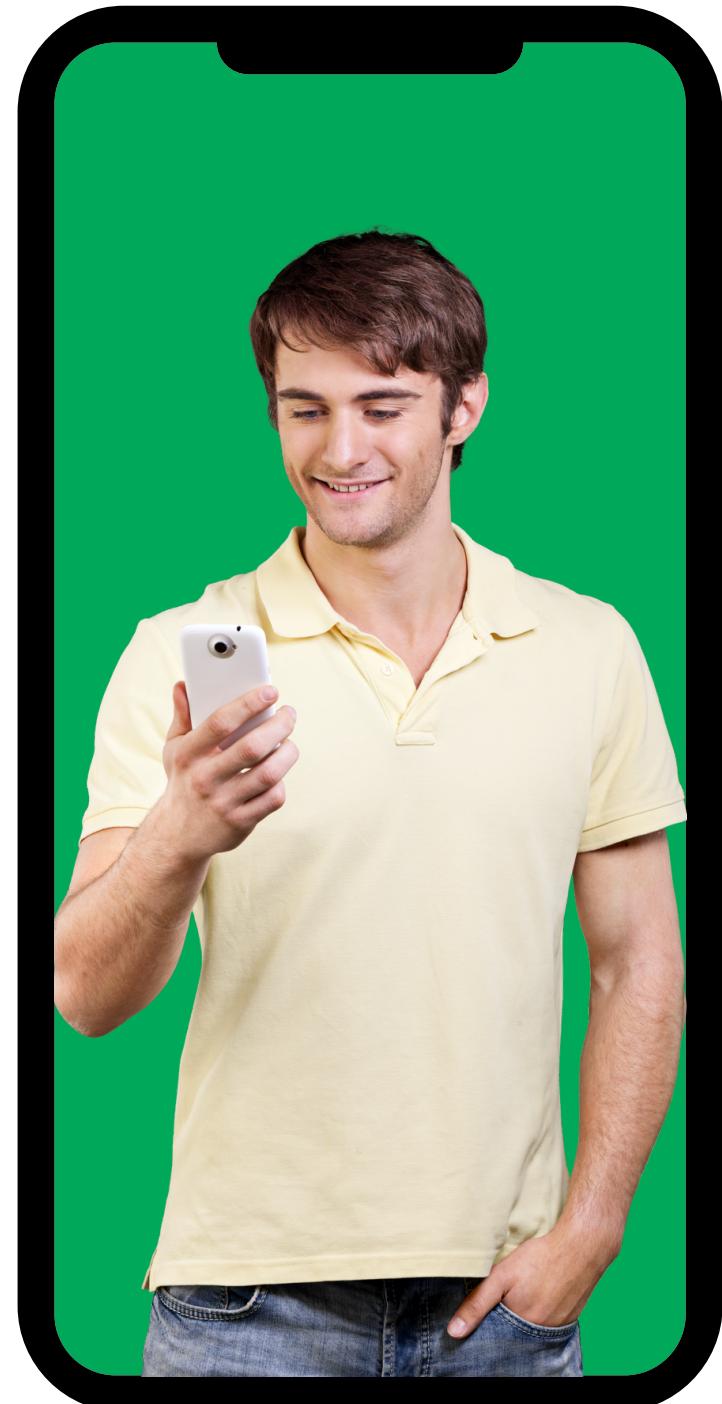




Clutch

Take control of your next ride.

Group members: Koo Young Gun,



INTRODUCTION OF CLUTCH

Inspirations in the development on Clutch



All transactions are just a few taps

INTRODUCTION OF CLUTCH

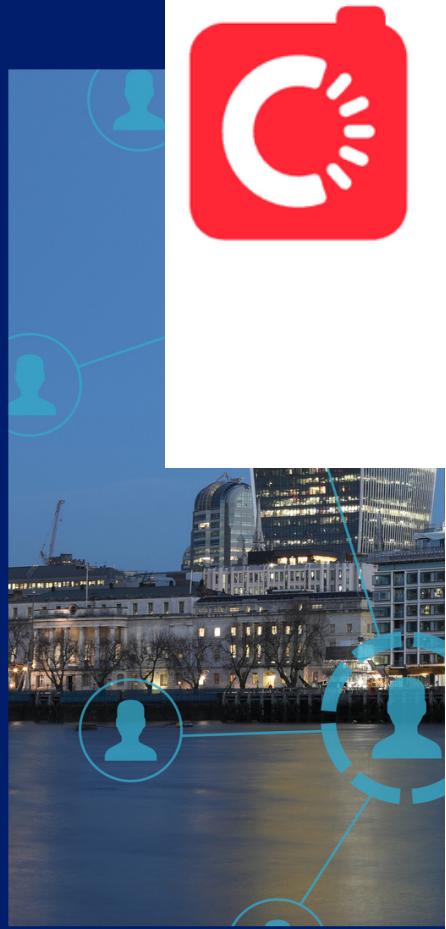
Inspirations in the development on Clutch



All transactions are just a few taps

INTRODUCTION OF CLUTCH

Inspirations in the development on Clutch



All transactions are just a few taps

MARKET RESEARCH



Market Size

- ✓ Singapore used car market is valued at \$40.03 billion in 2021, and is expected to hit 51.43 billion by 2027 (Mordor)
- ✓ Increasing COE Prices has led to consumers to turn to used cars

MARKET RESEARCH



Market Size

- ✓ Singapore used car market is valued at \$40.03 billion in 2021, and is expected to hit 51.43 billion by 2027 (Mordor)
- ✓ Increasing COE Prices has led to consumers to turn to used cars



Outdated Practices

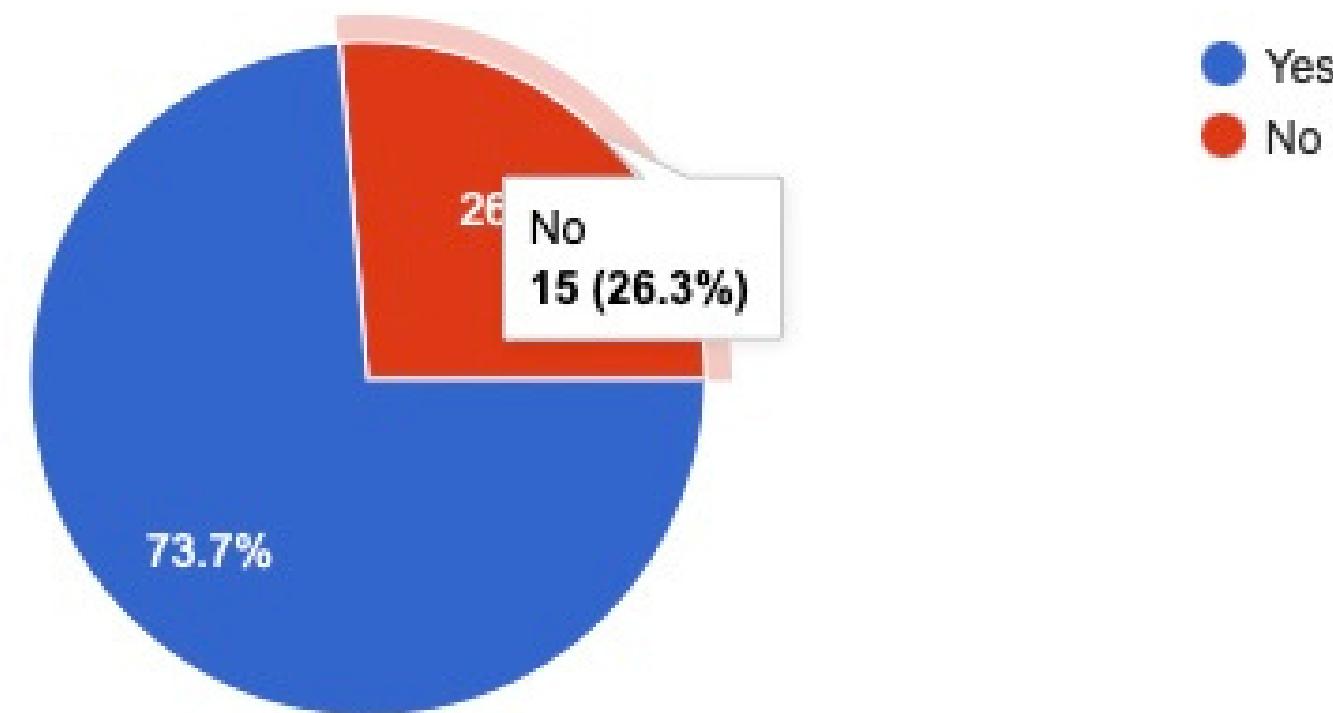
- ✓ Traditional Dealership model, where middlemen take a huge cut
- ✓ Opaque pricing structure, and controlled by dealerships

Pain Points Faced

Empowering Users to Trade Their Own Cars

Have you purchase used cars from a traditional car dealership previously

57 responses



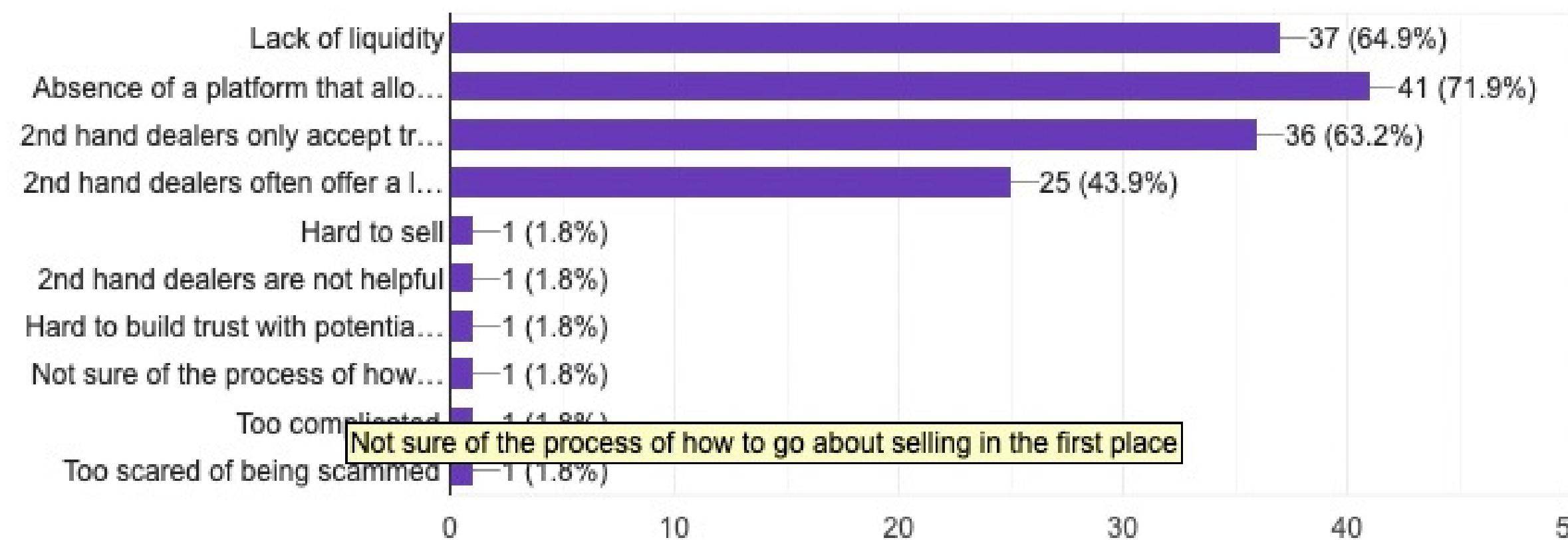
Pain Points Faced

Empowering Users to Trade Their Own Cars

What are some potential struggles you might face when selling your car?



57 responses



Competitor Analysis



sg*car***mart**

- Platform catered to car dealerships
- No guarantees provided to users

Your paragraph text

Competitor Analysis



- Platform catered to car dealerships
- No guarantees provided to users
- Modern UI, guarantees for user
- Traditional car dealership model when comes to trading cars

Your paragraph text

Market Disruption



- Empowers users to trade with others directly
- Enable quick liquidation at fair market value via auction
- 1% Service fee for guarantees on paperwork and condition checks done properly

Your paragraph text





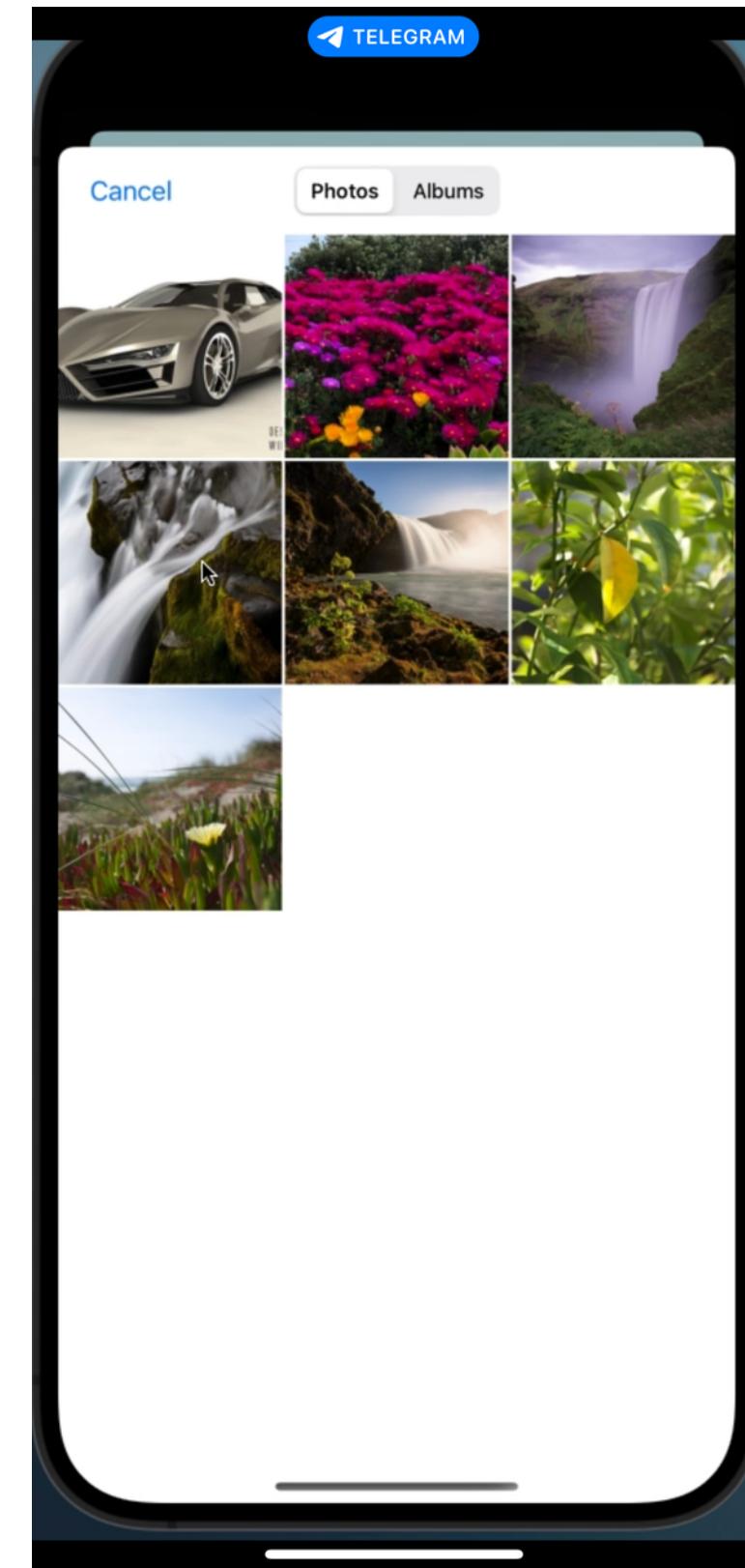
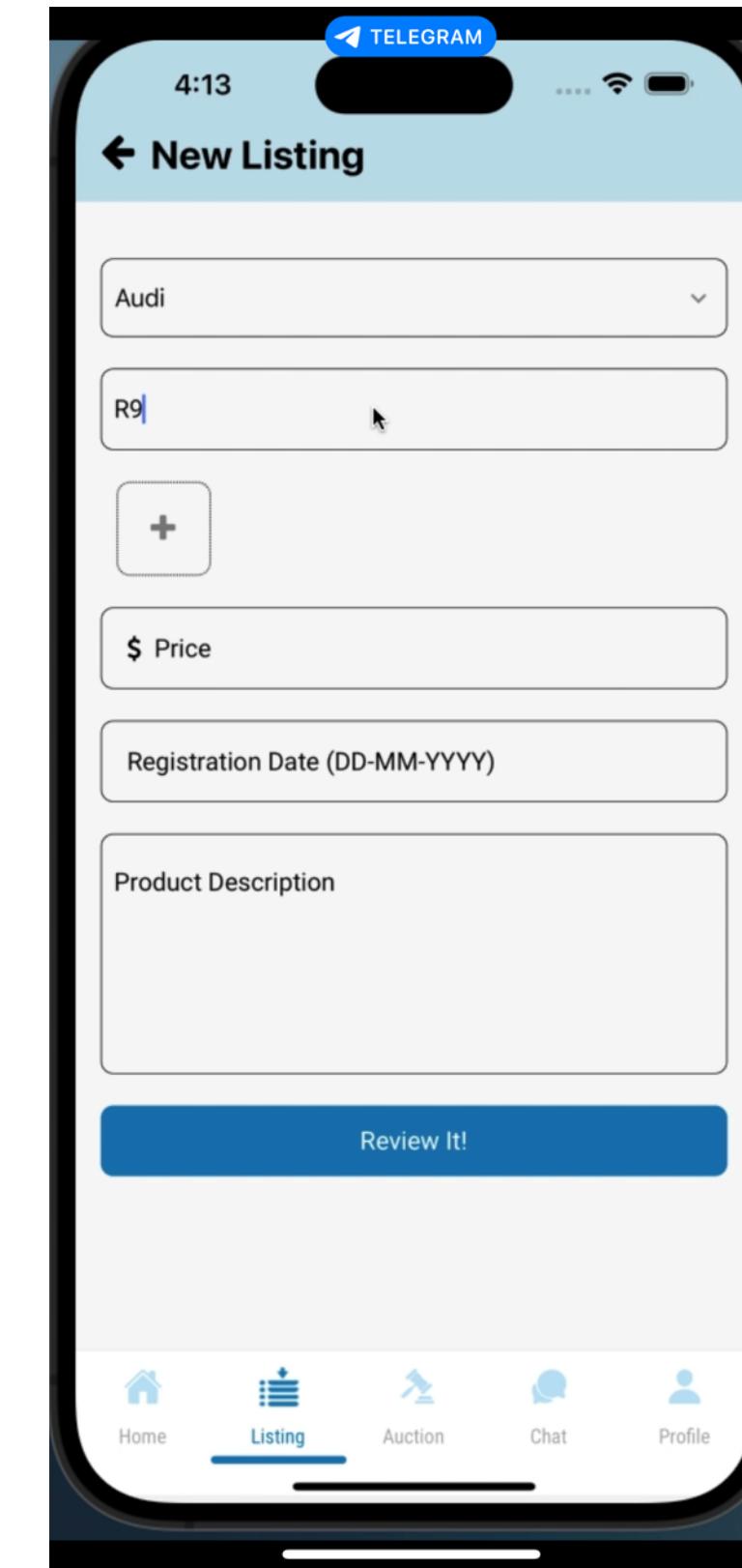
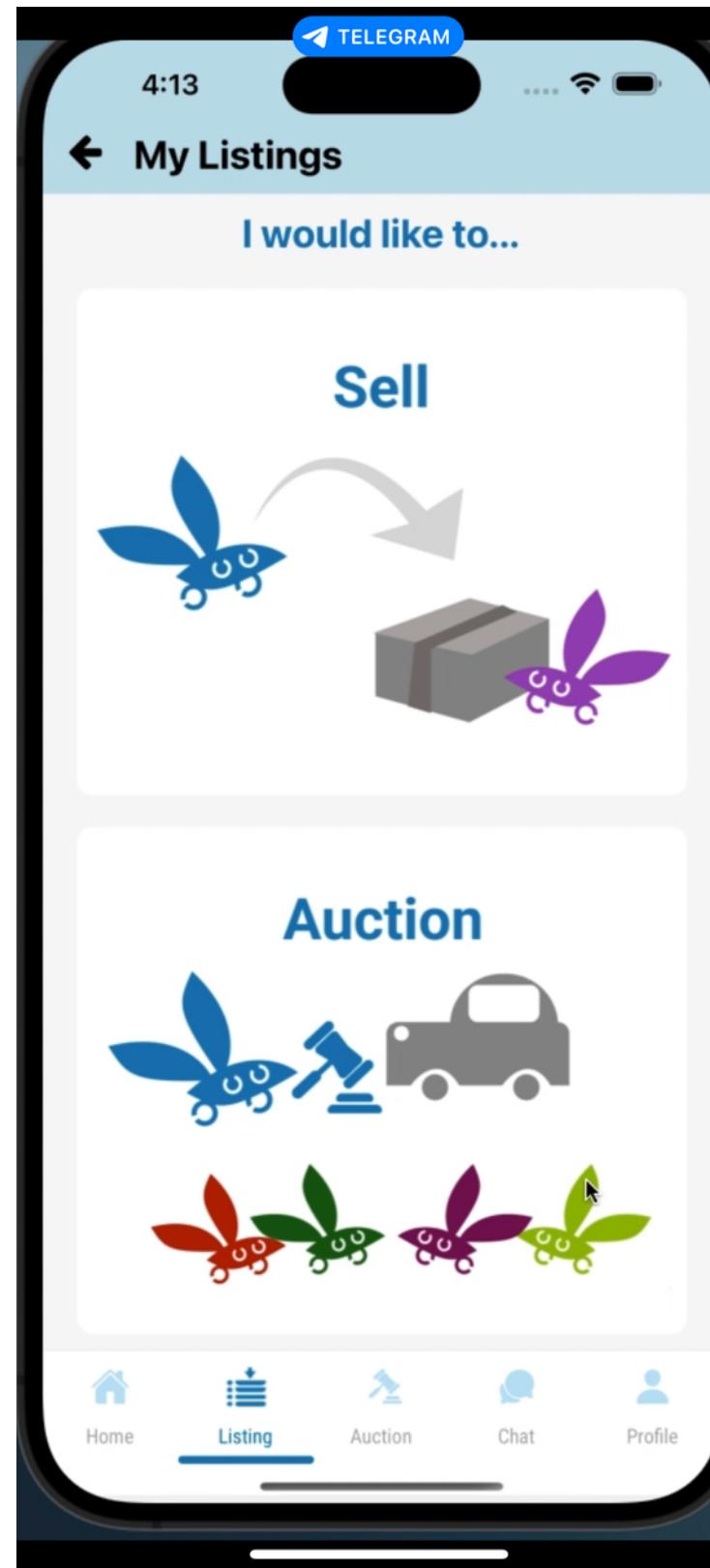
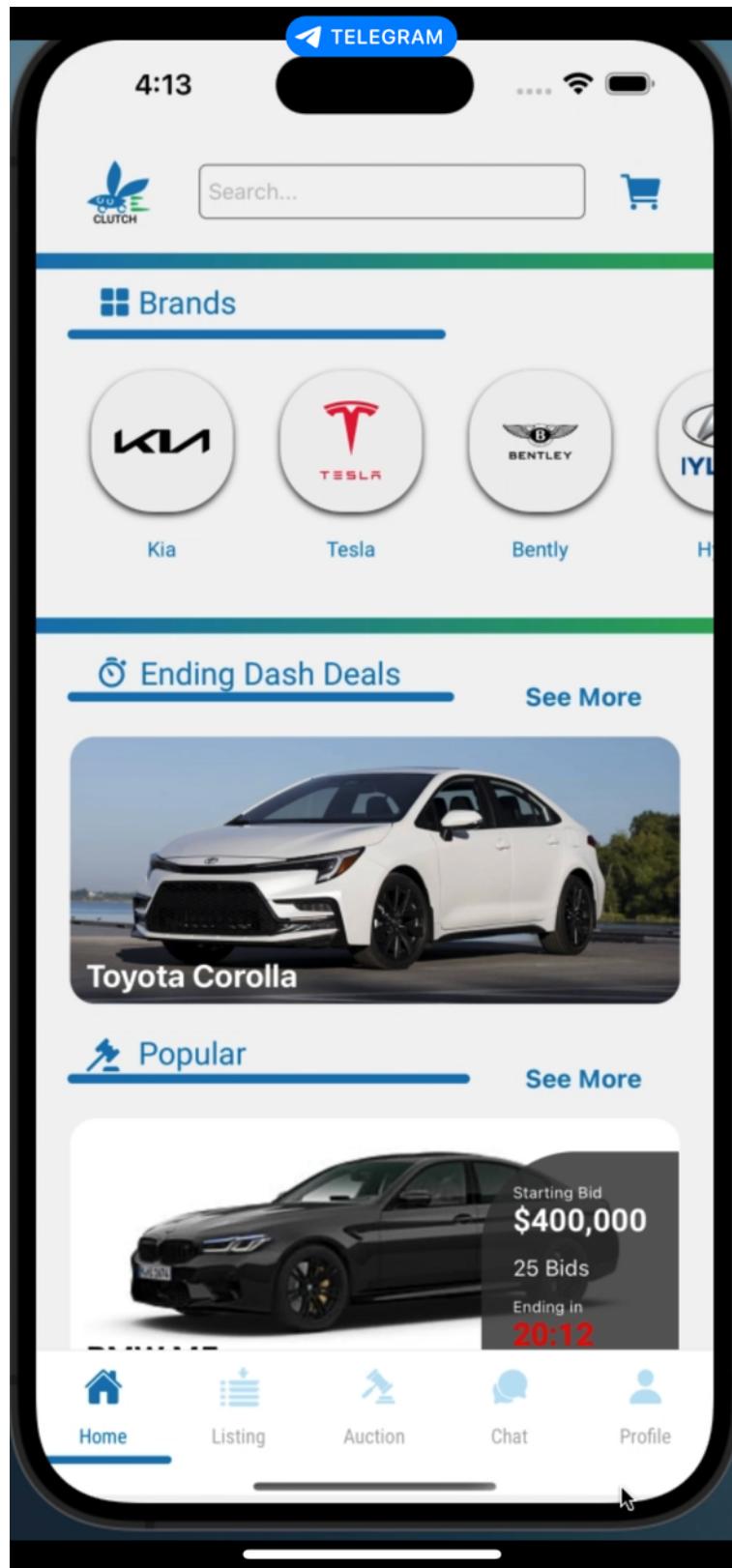
FEATURES

CLUTCH SHOP

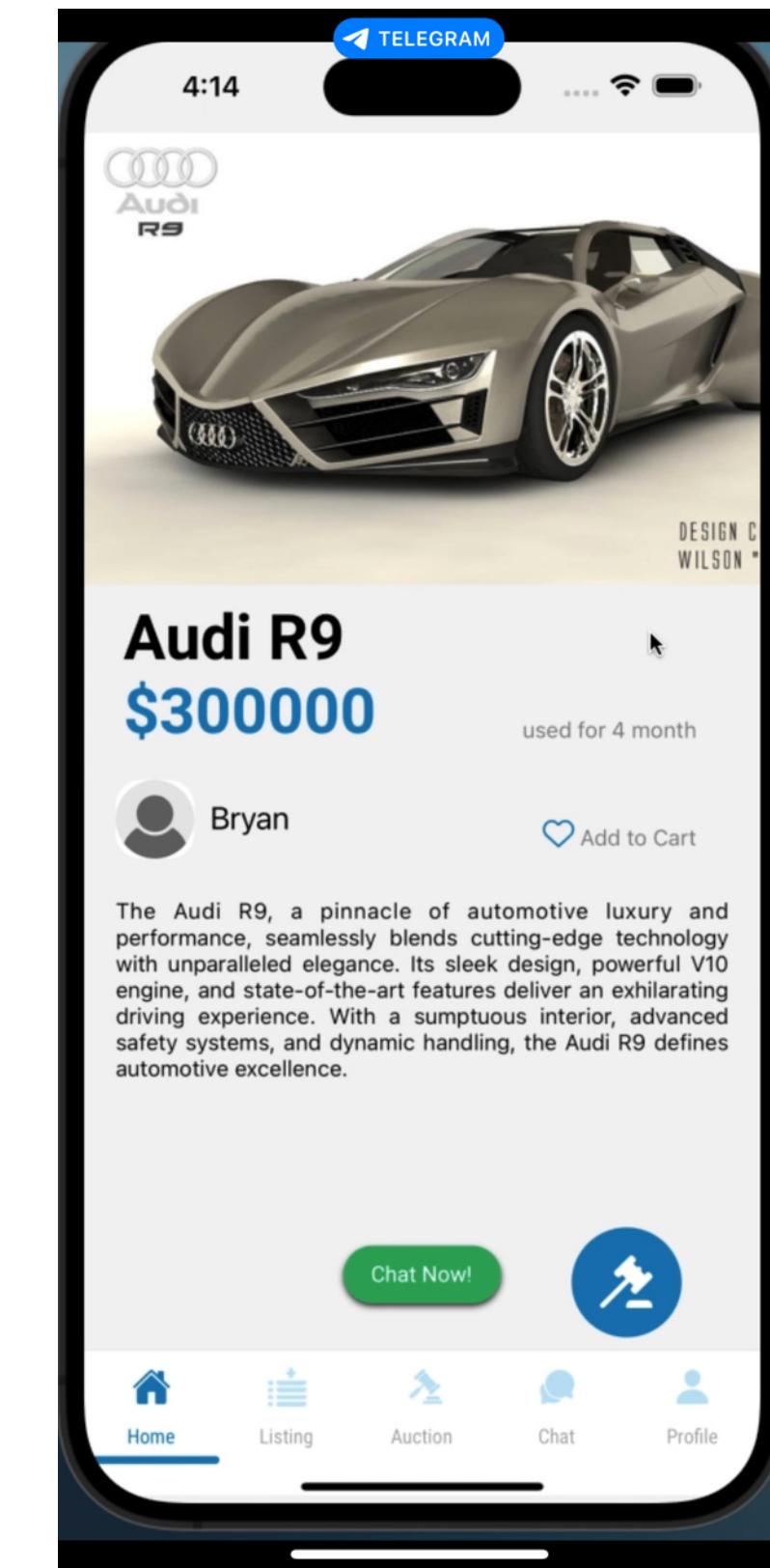
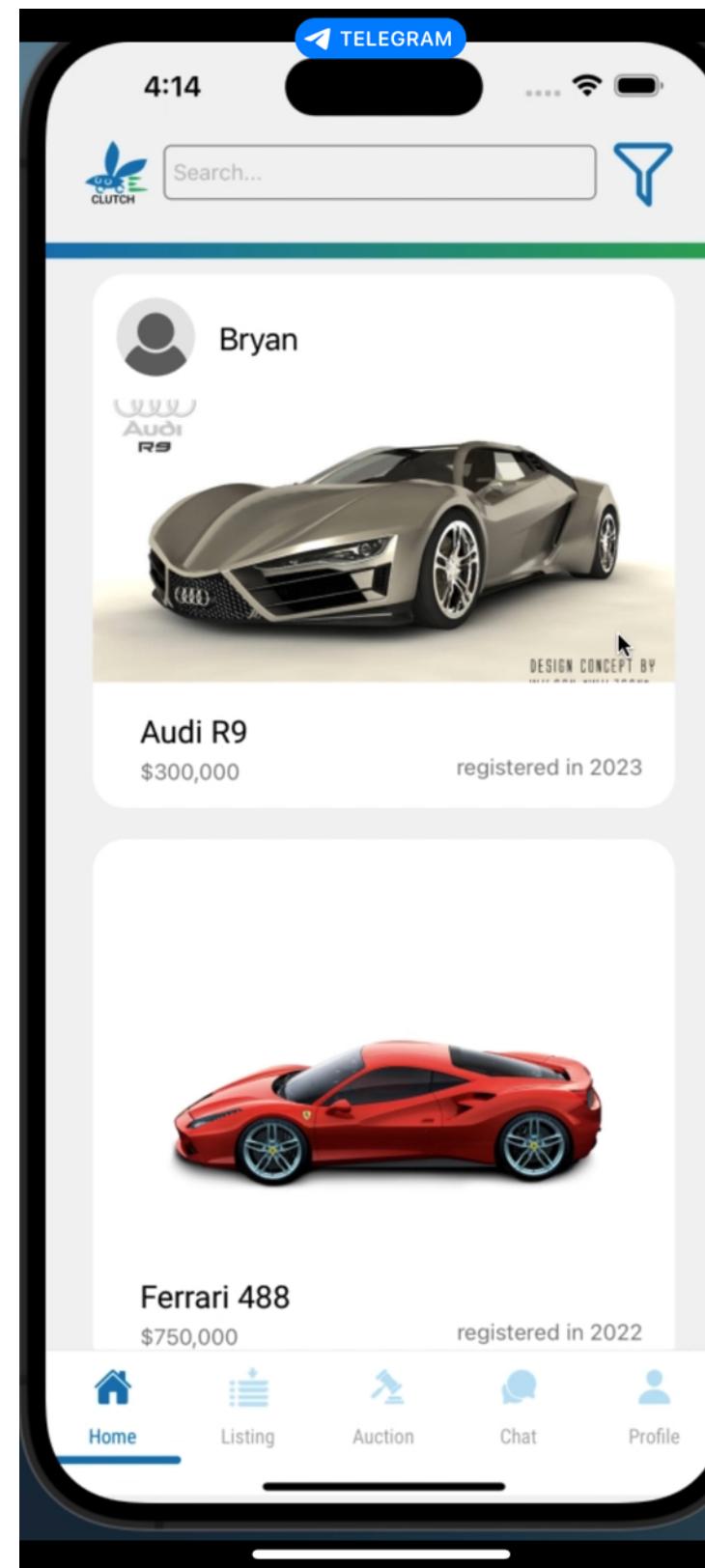
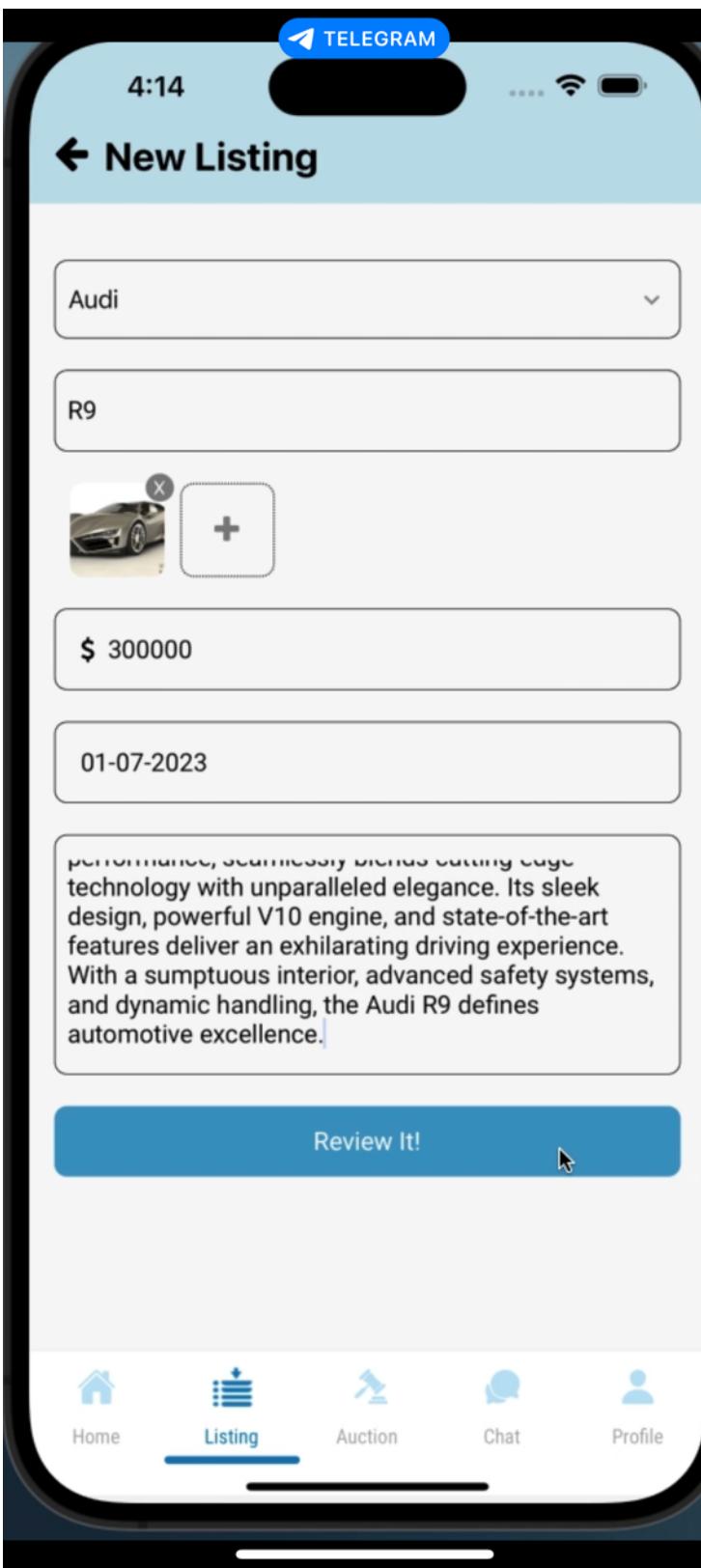
Forge a direct link between seller and buyer, eradicating the need for intermediaries. Experience a transparent and lucid transaction process, seamlessly connecting both parties.

- ✓ **Wide variety of options with filter function**
- ✓ **Seamless communication**
- ✓ **Instant payment transfers**

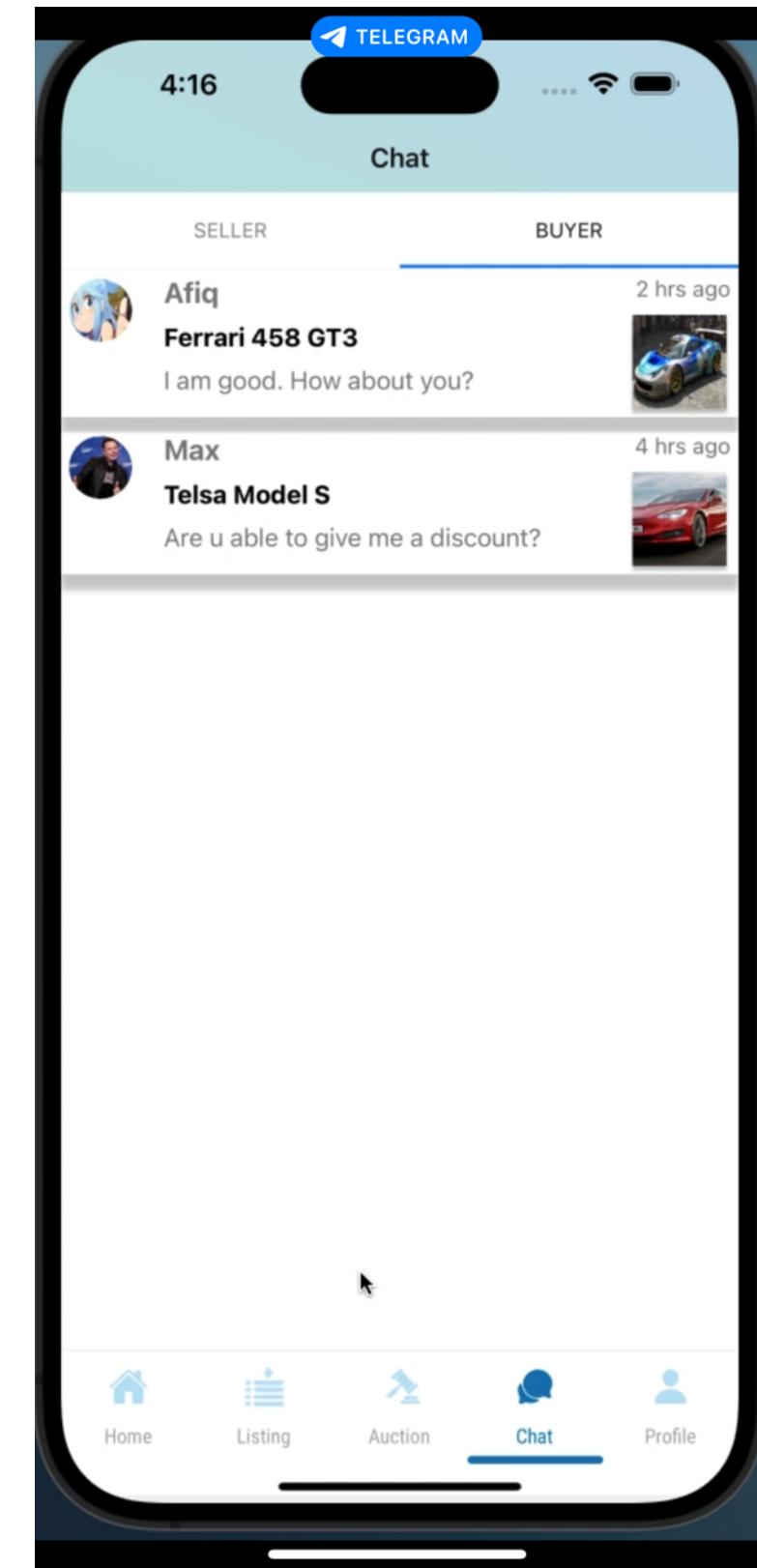
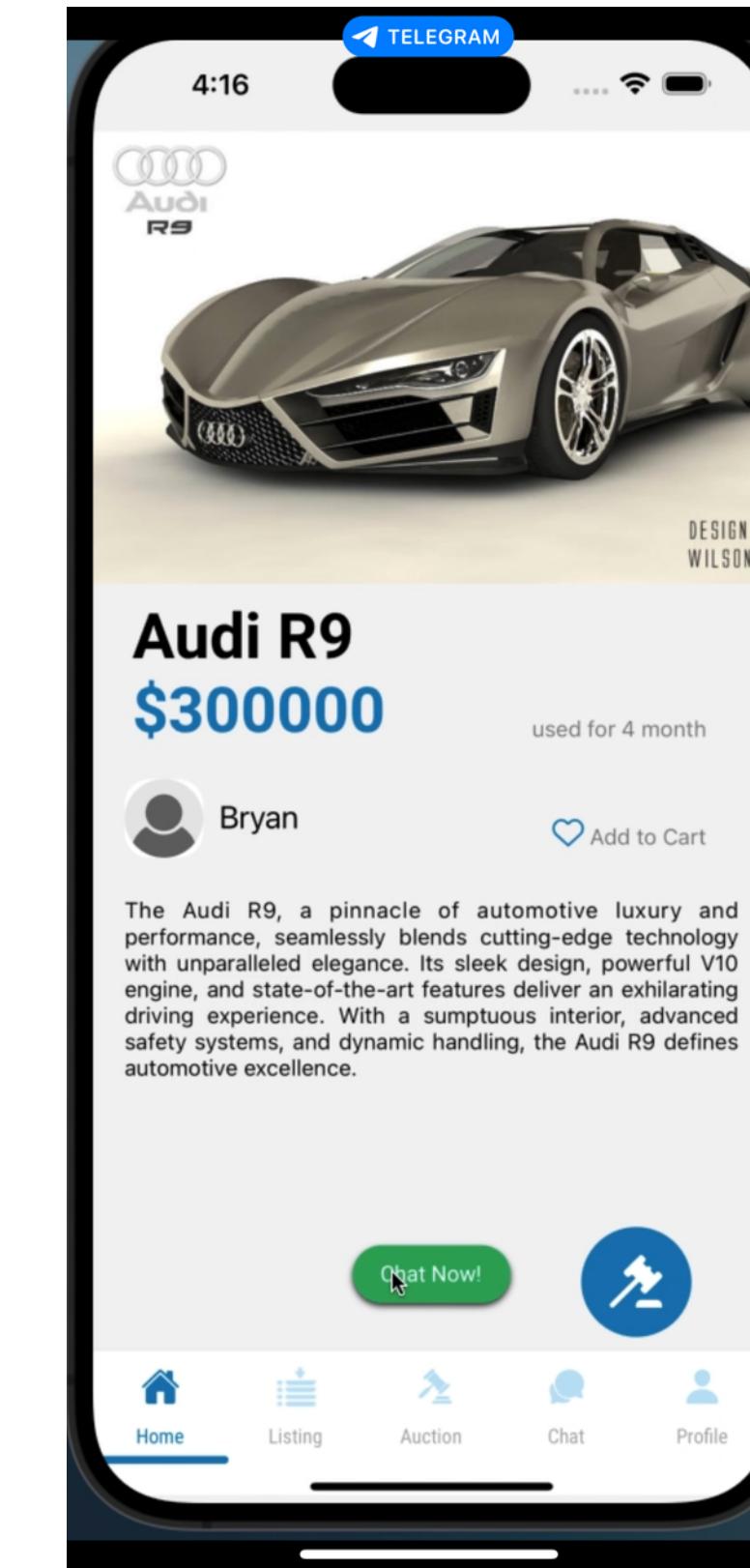
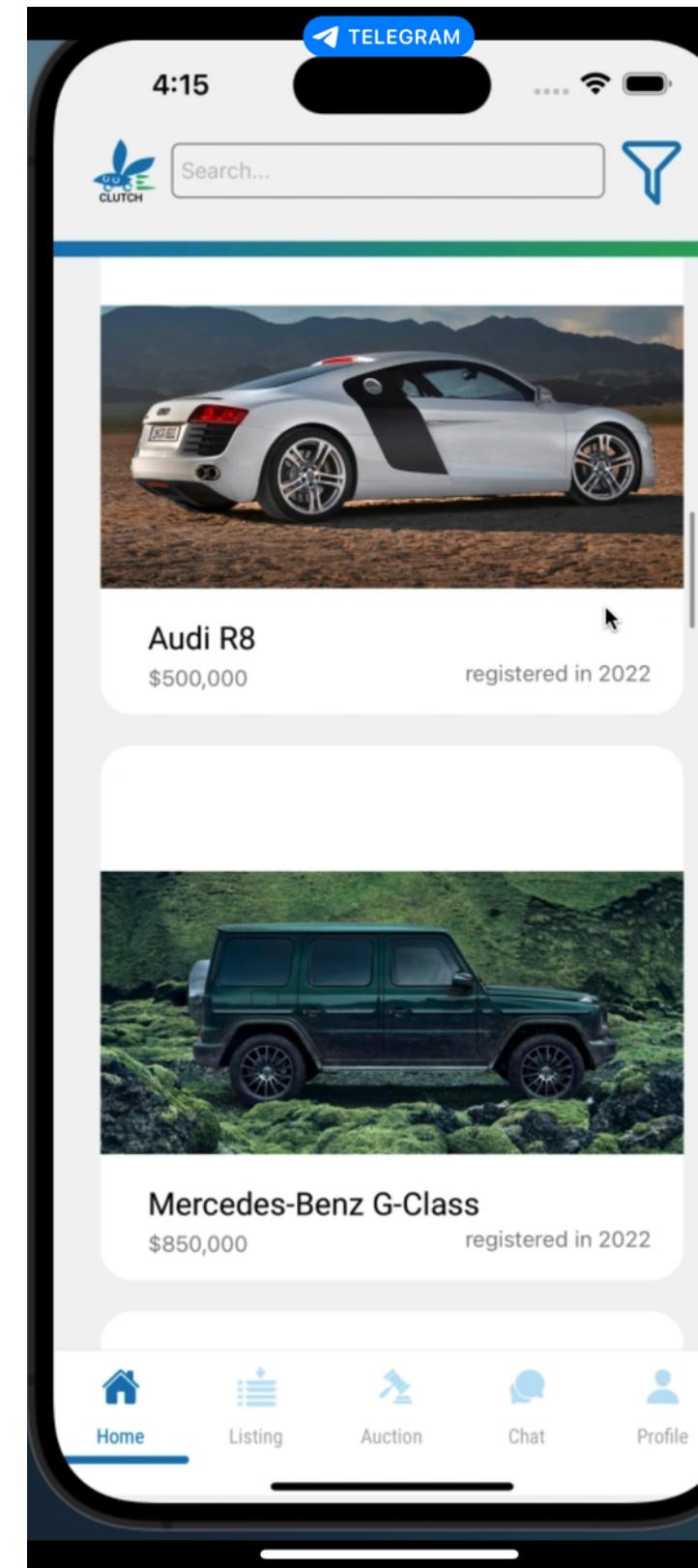
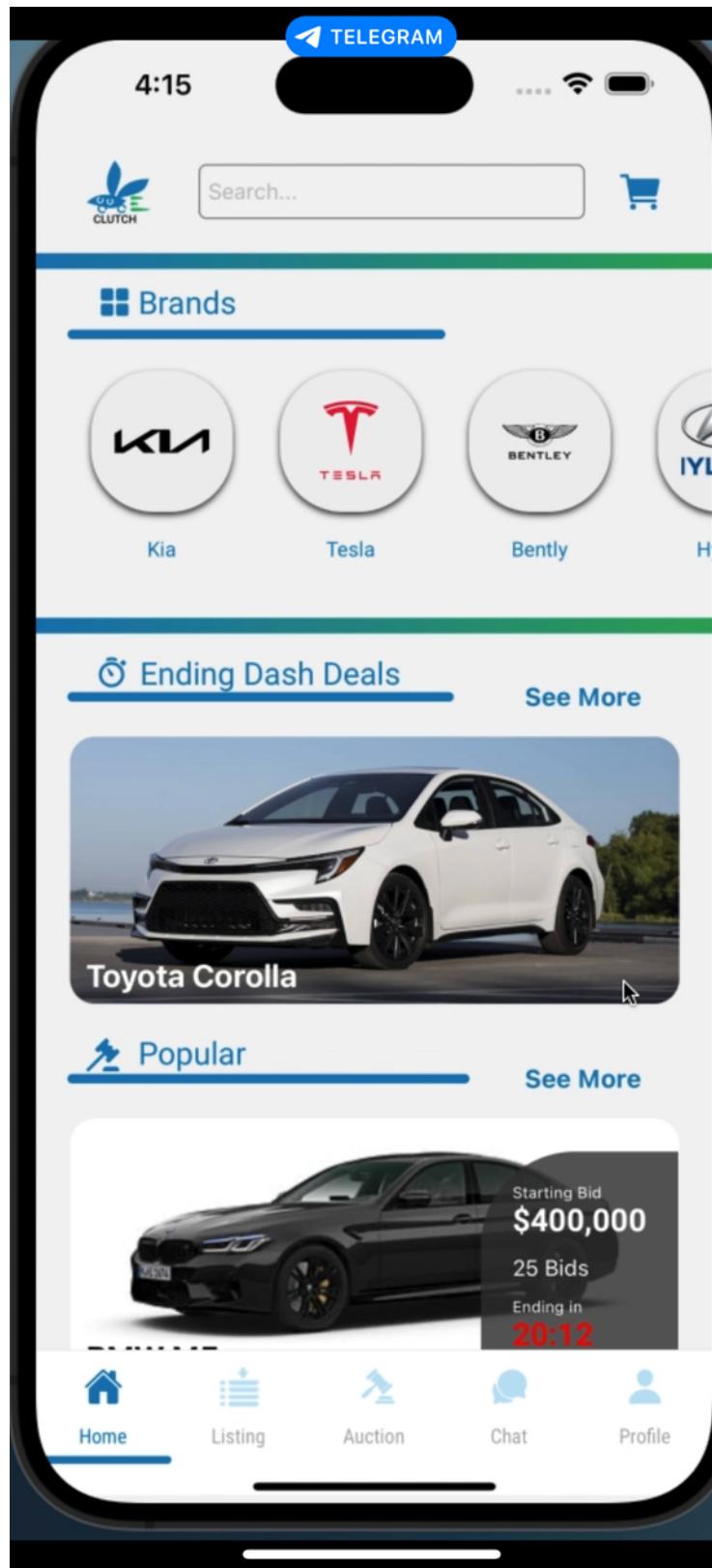
Seller Use Case



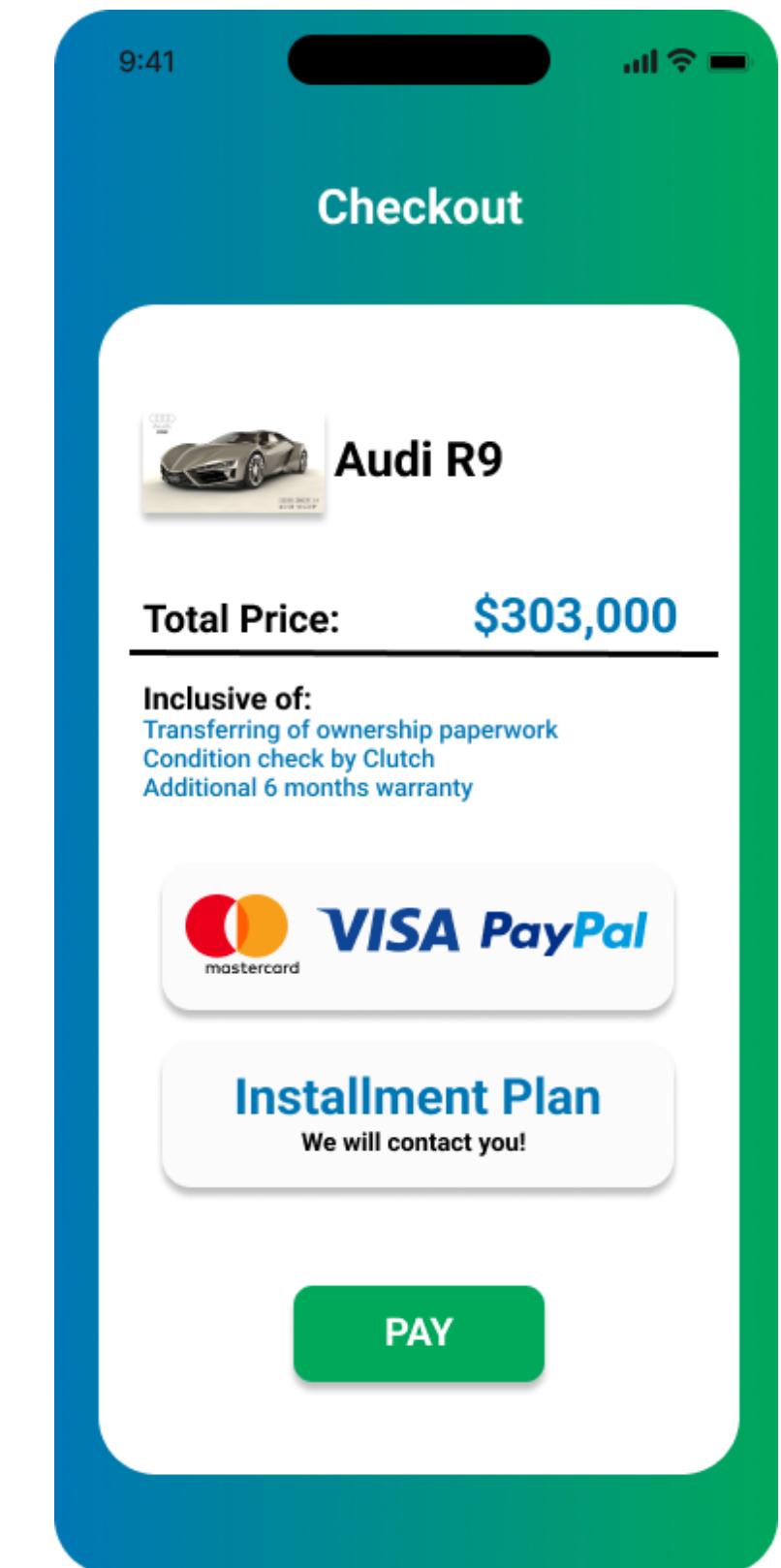
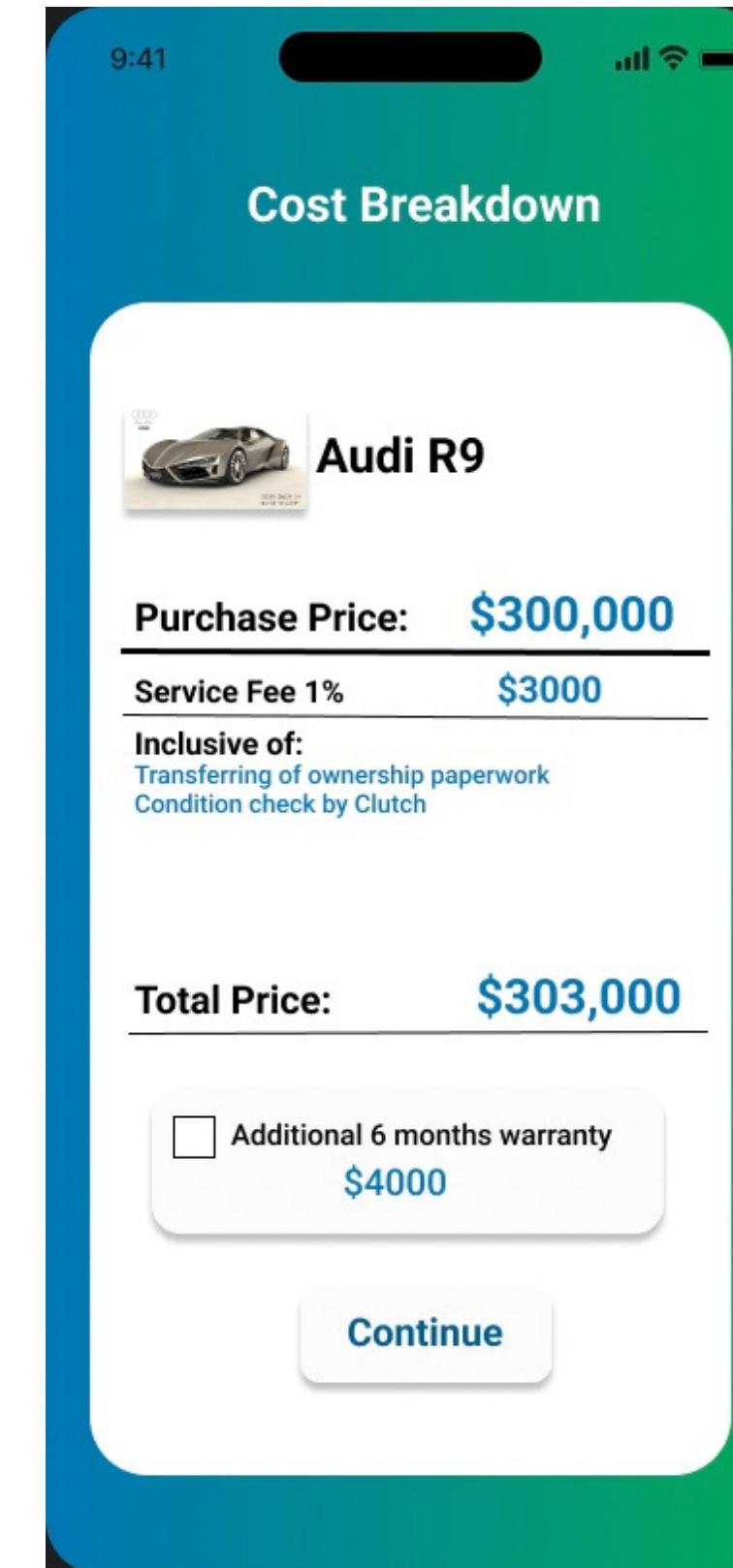
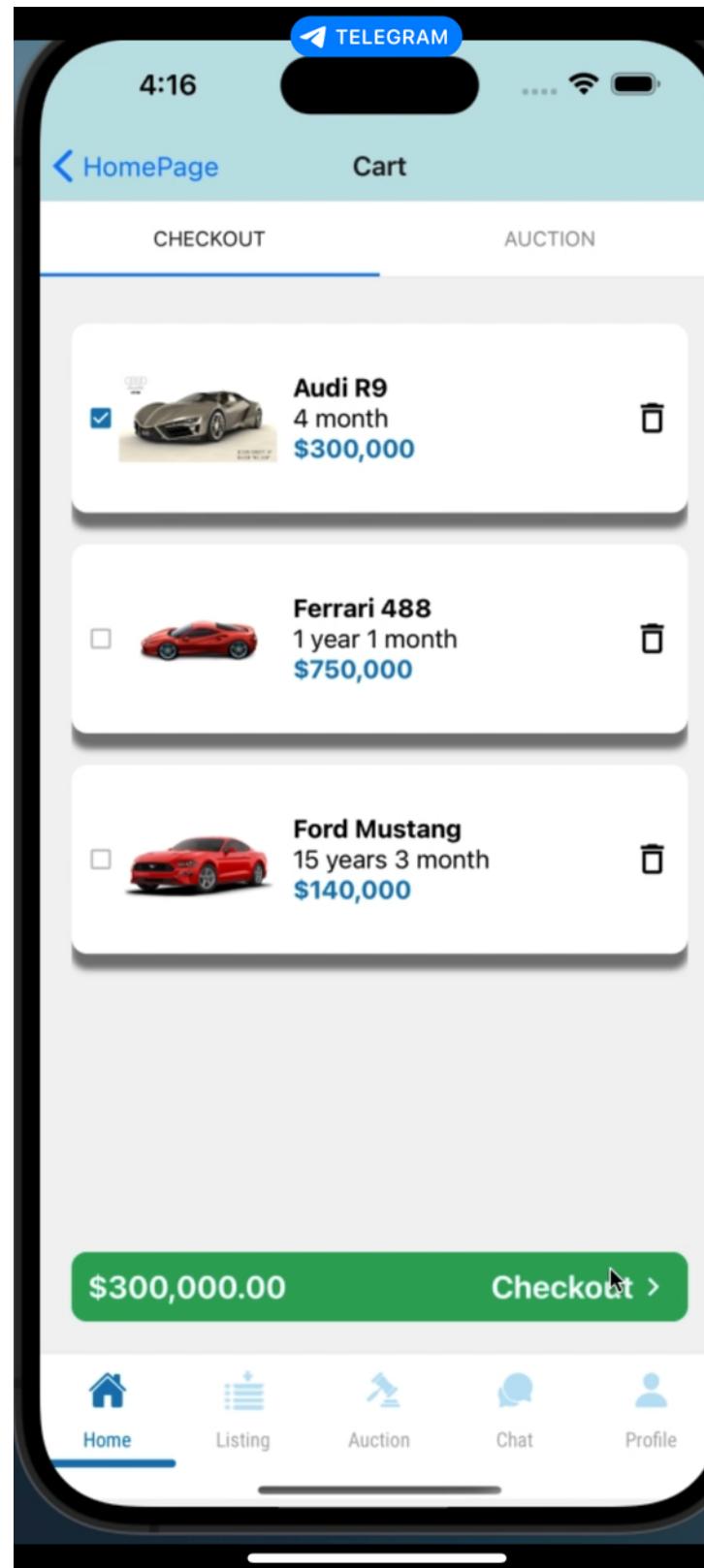
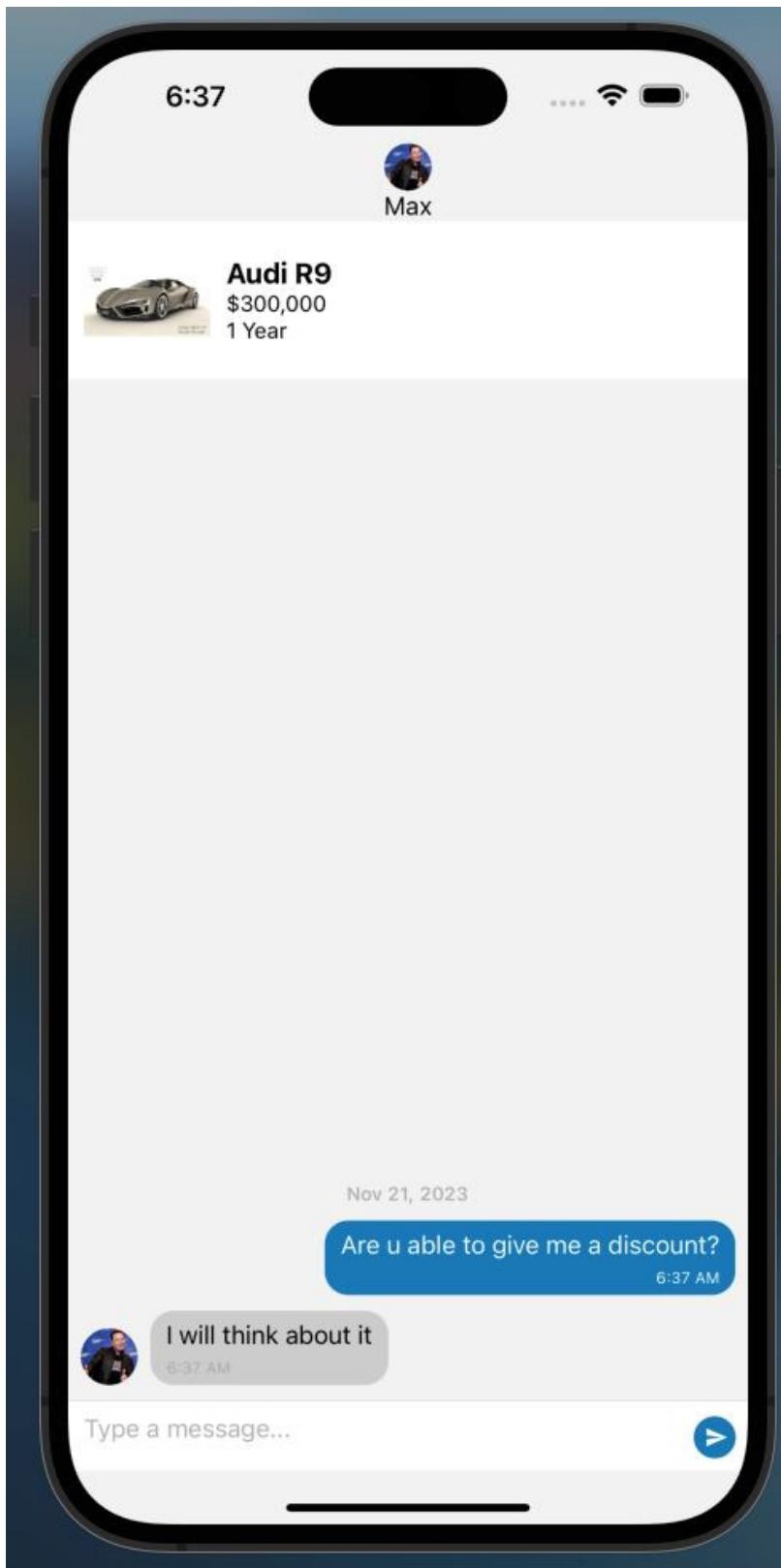
Seller Use Case



Buyer Use Case



Buyer Use Case





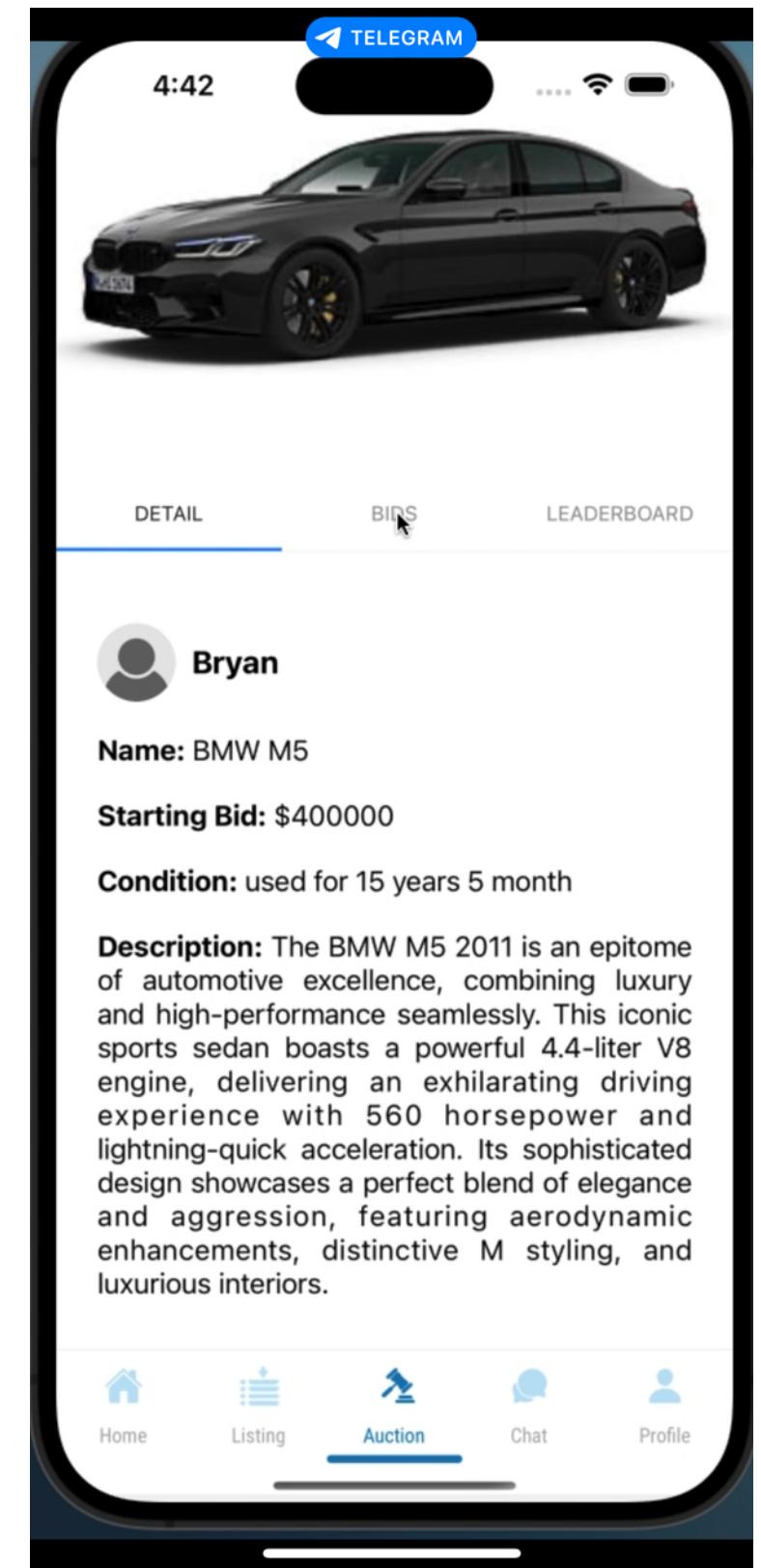
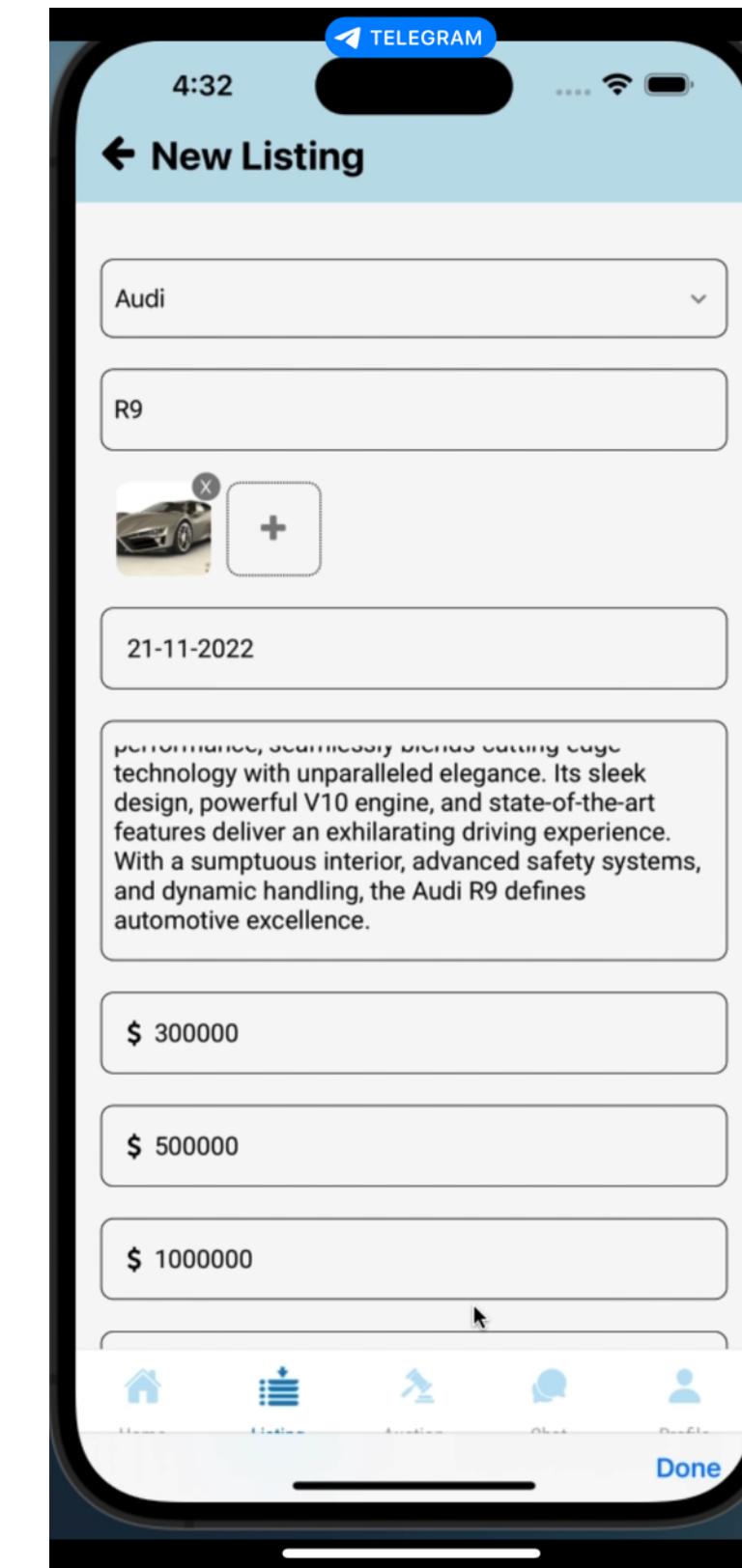
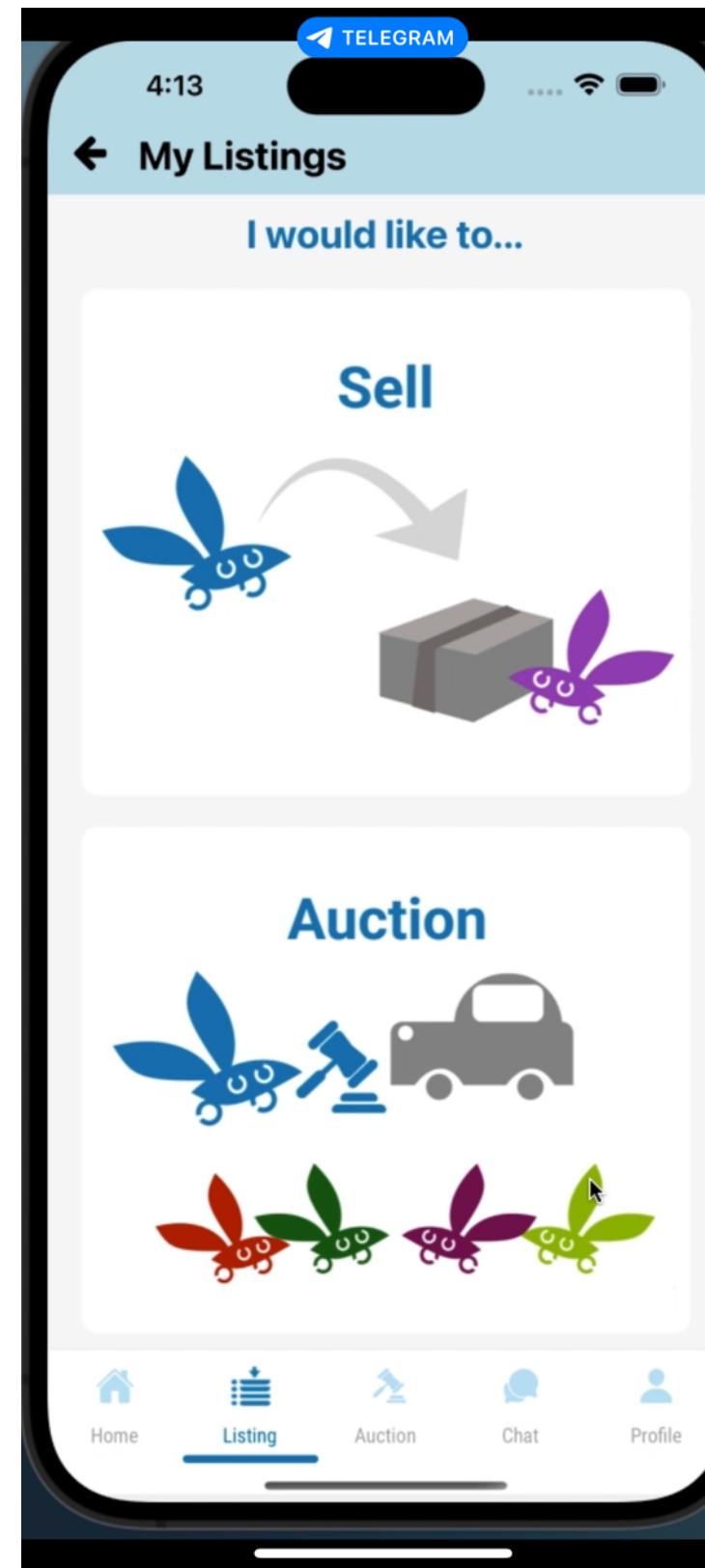
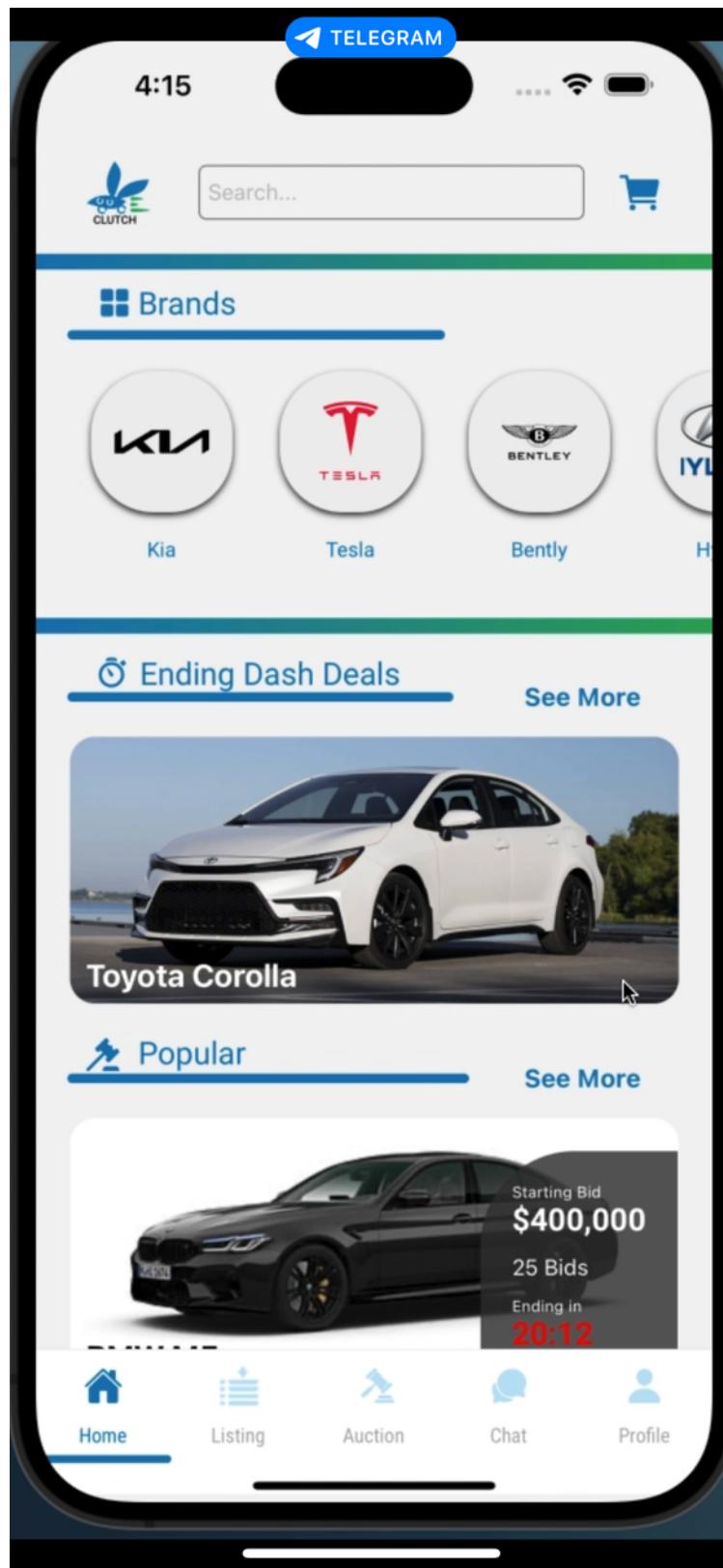
FEATURES

CLUTCH AUCTION

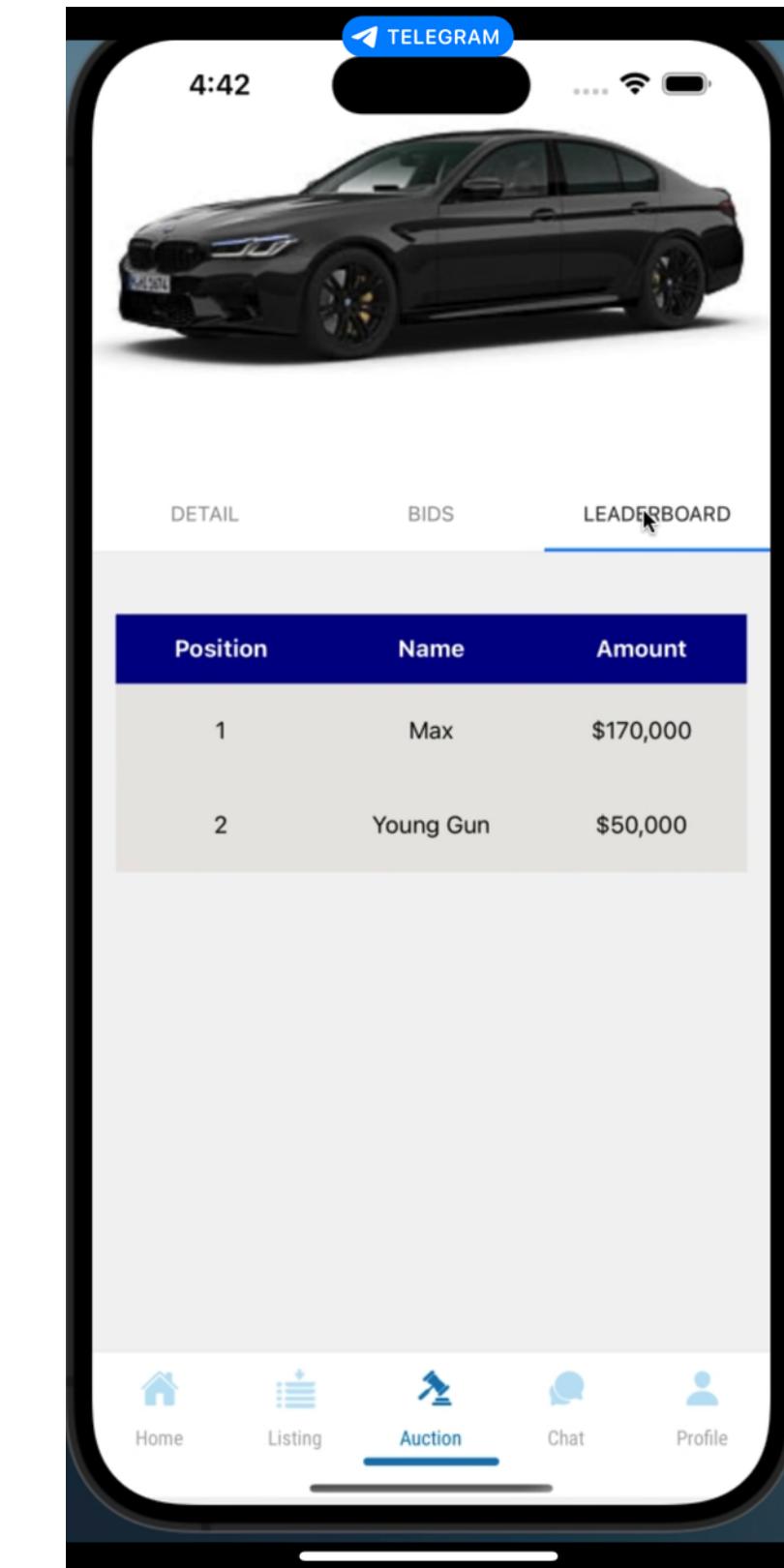
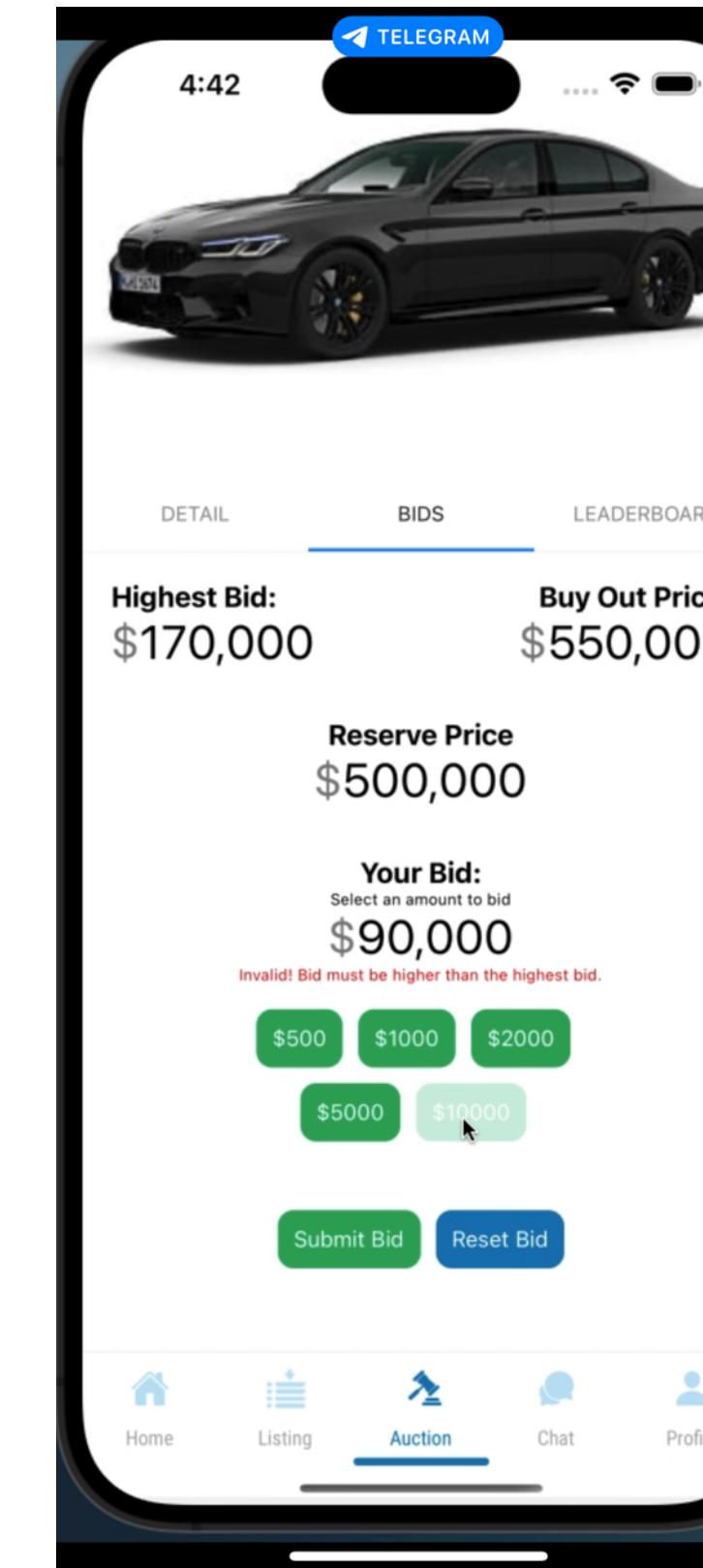
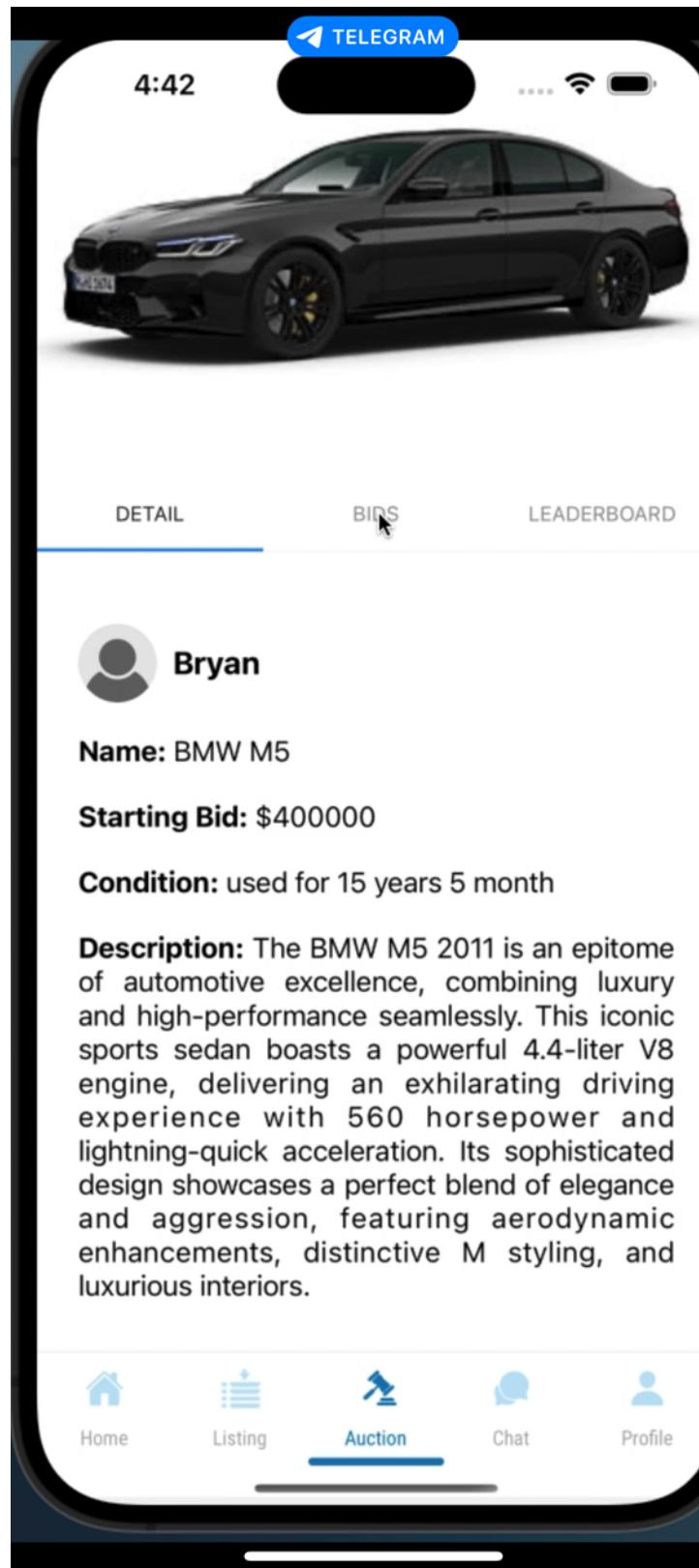
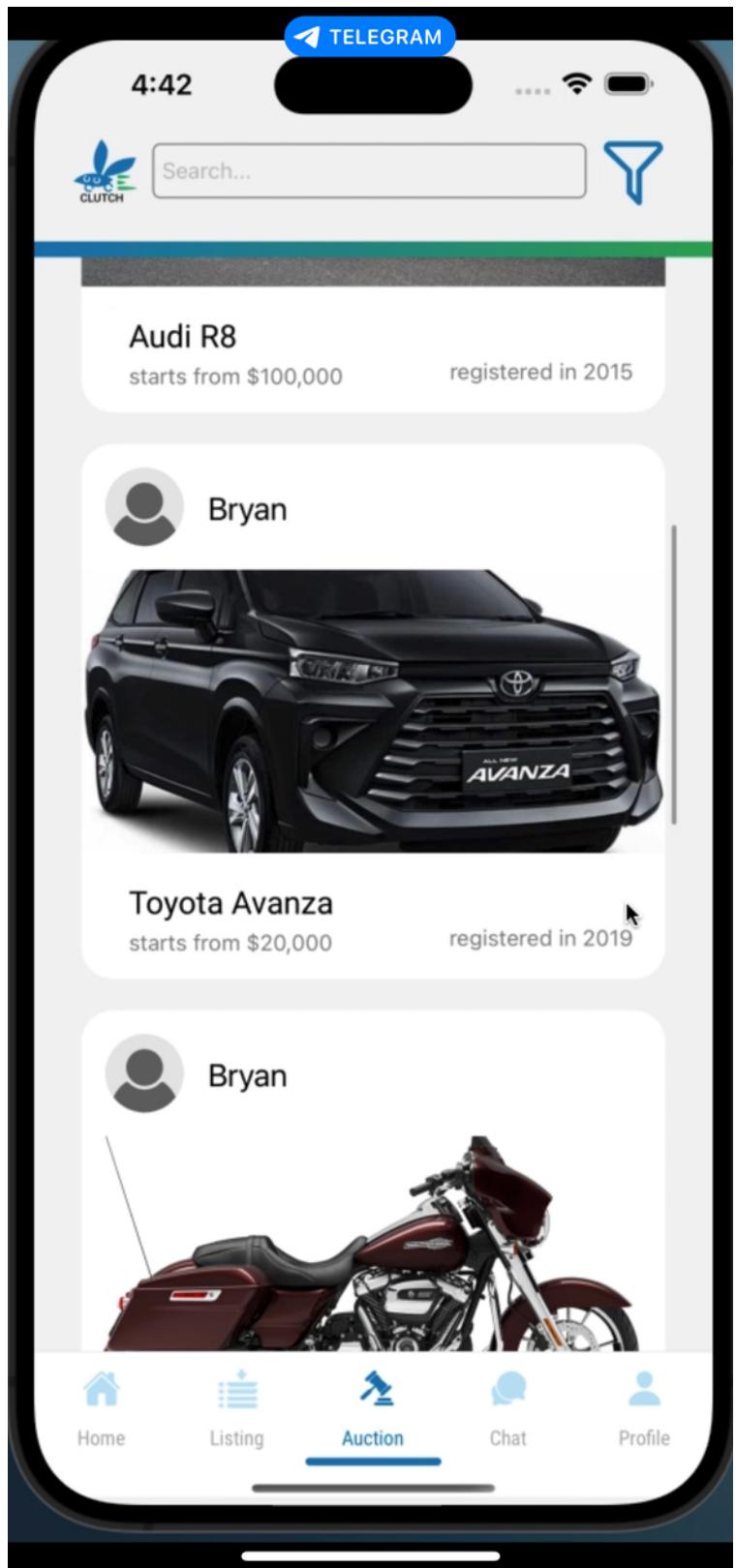
Offer cost-effective choices for purchasers and expedited selling capabilities, ensuring swift liquidity.

- ✓ **Low bidding price**
- ✓ **High participation of buyers**
- ✓ **Instant payment transfers**

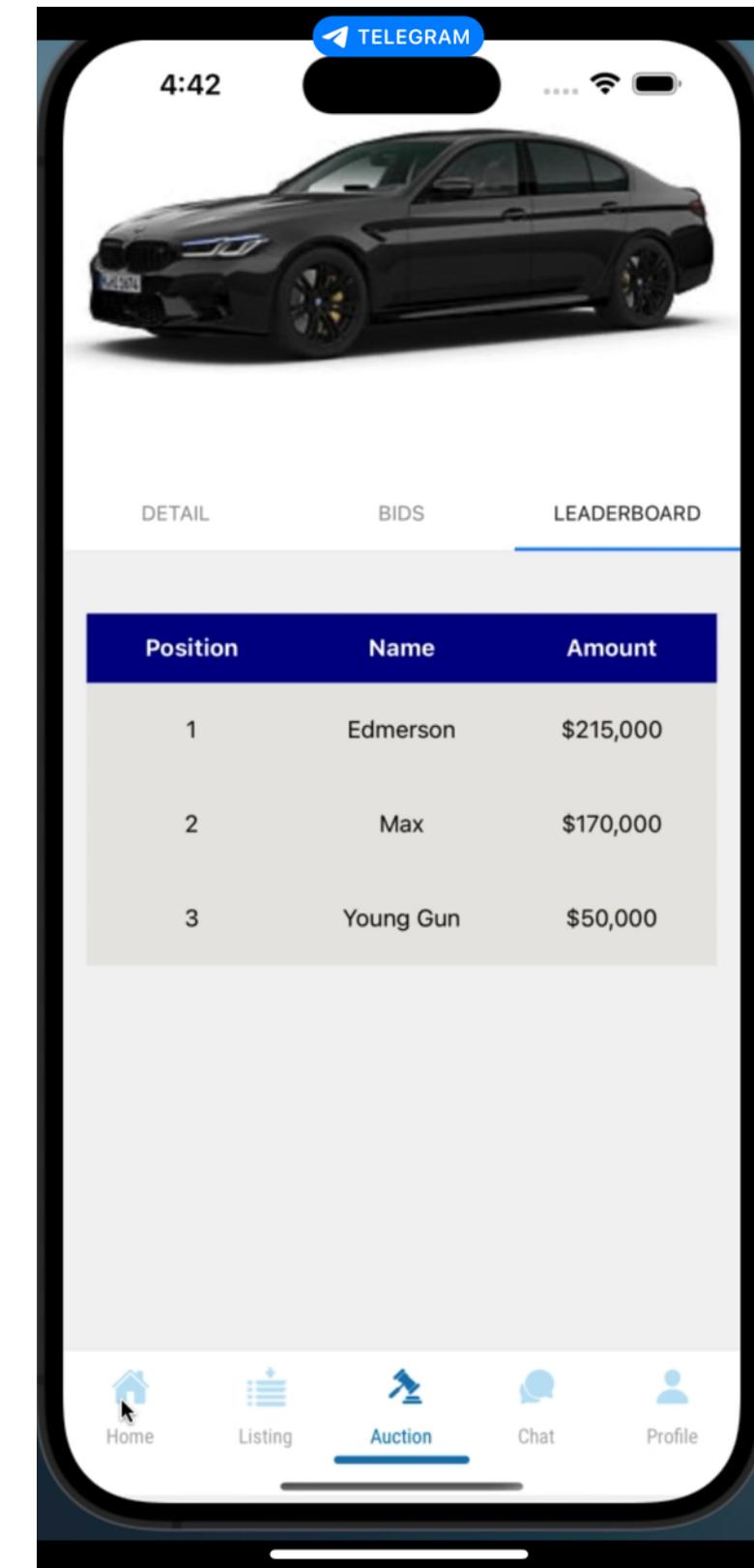
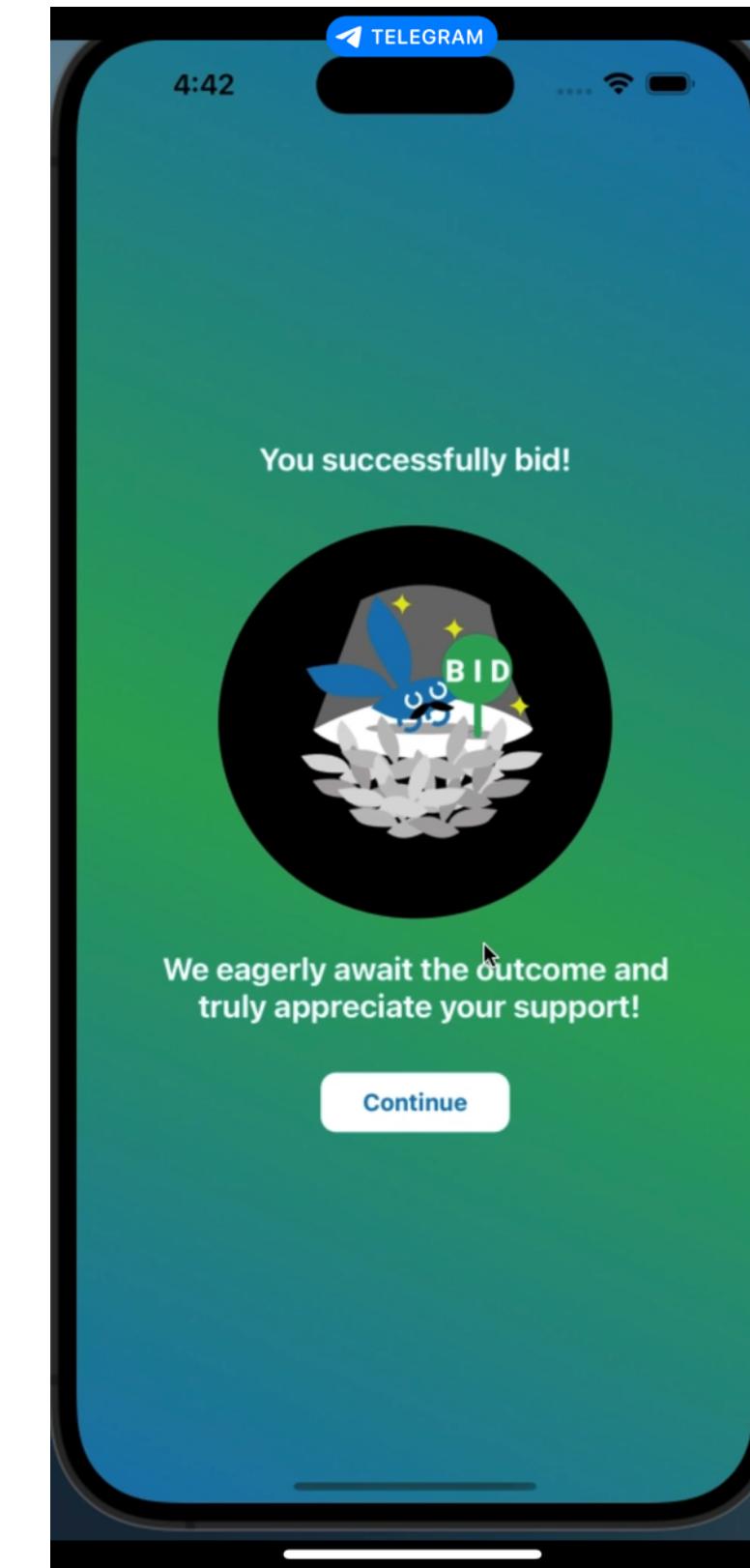
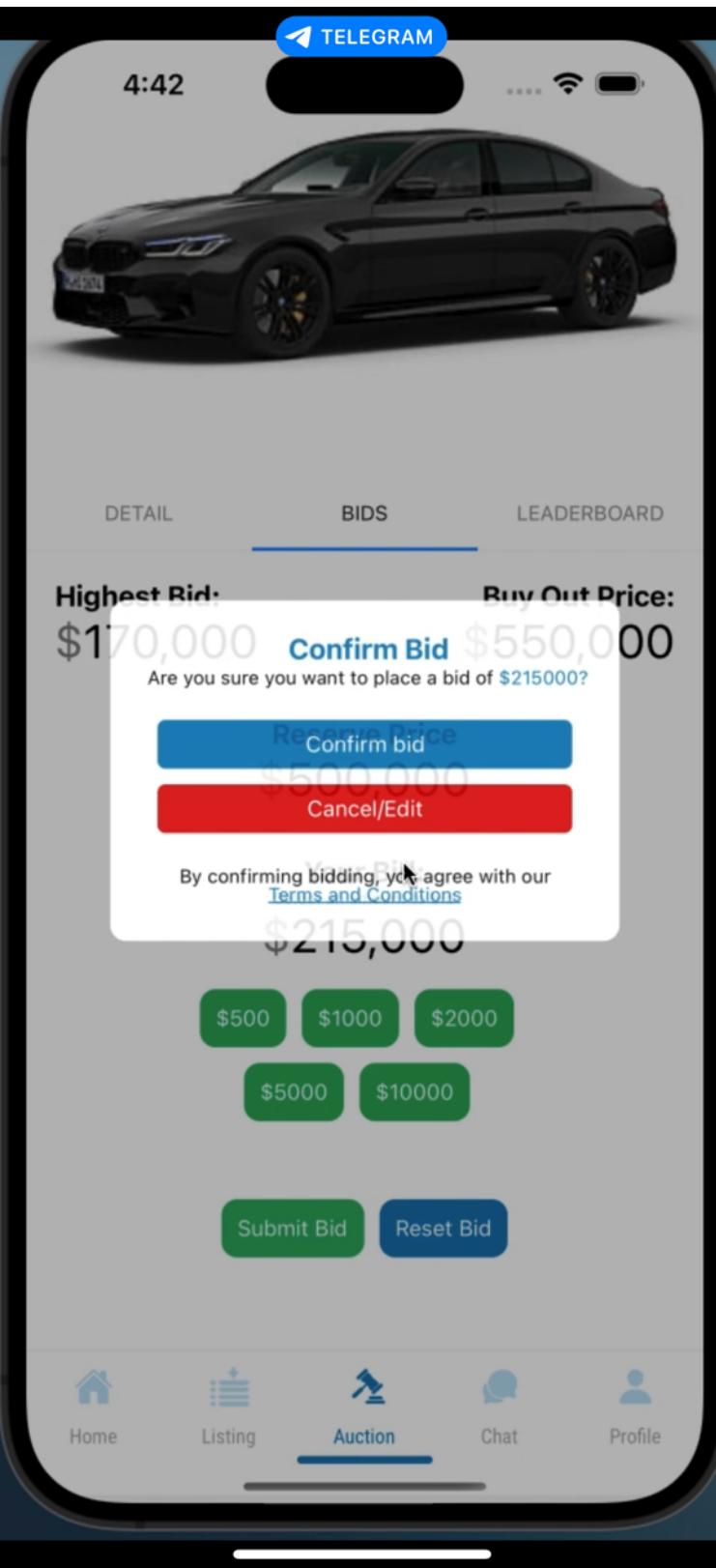
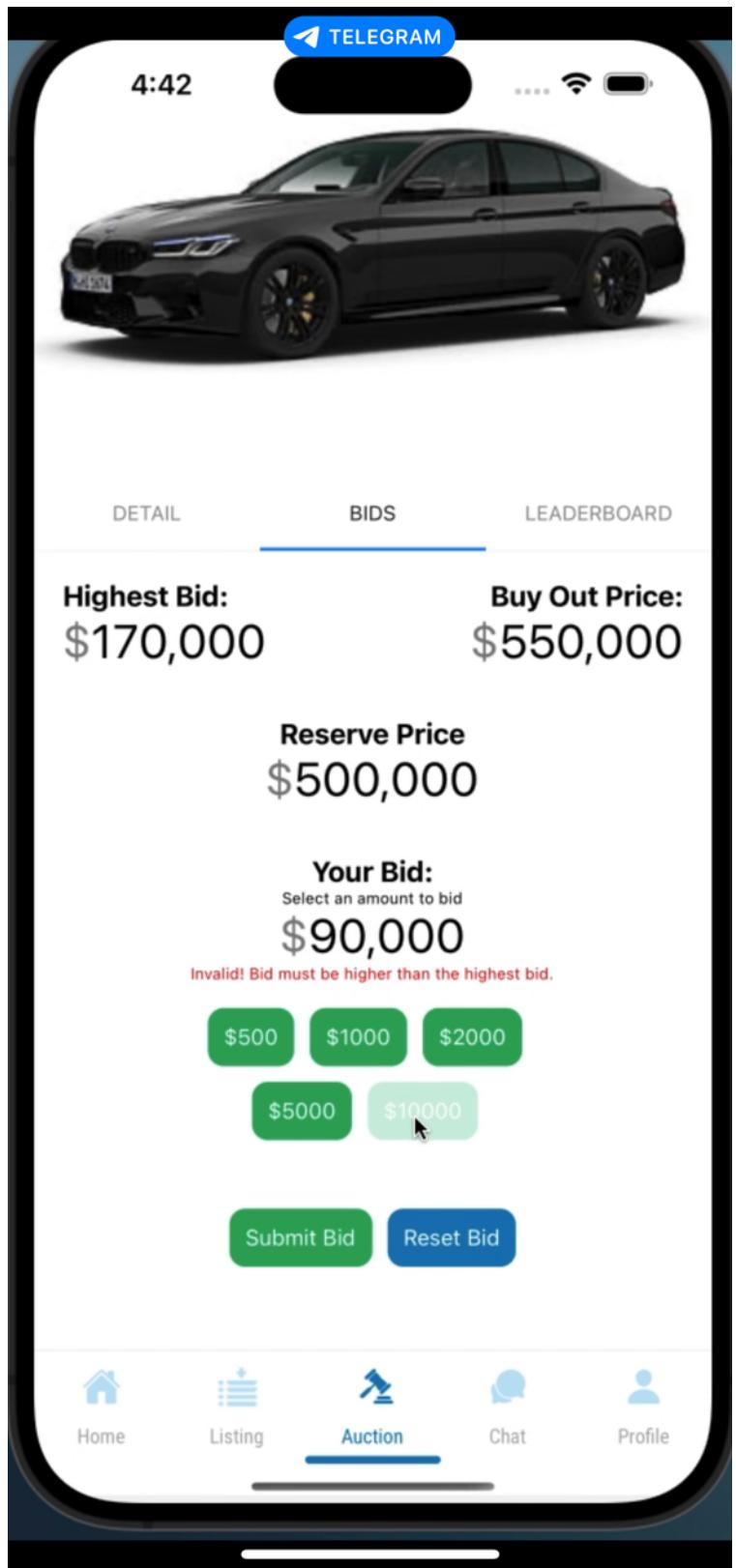
Seller Use Case



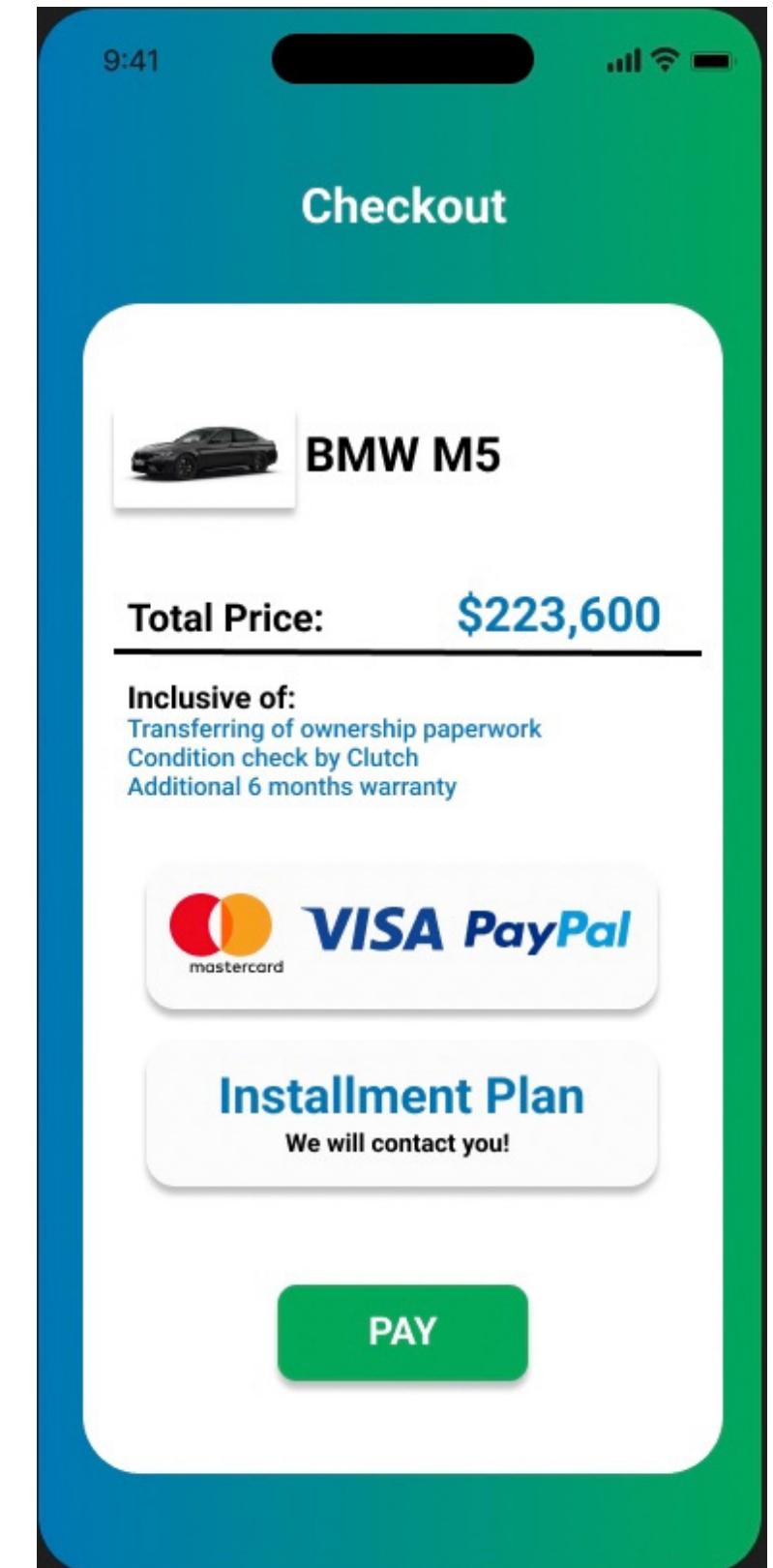
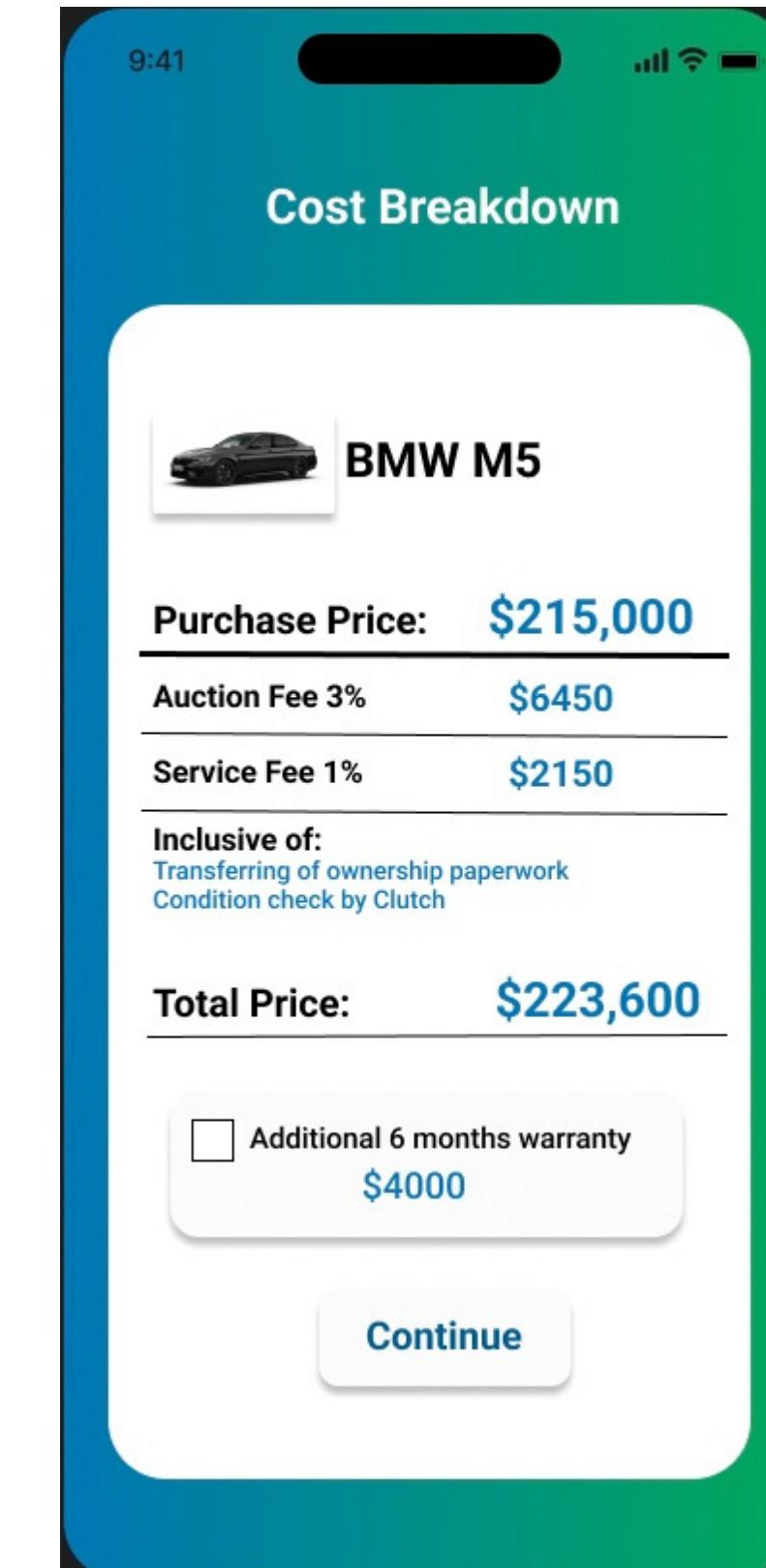
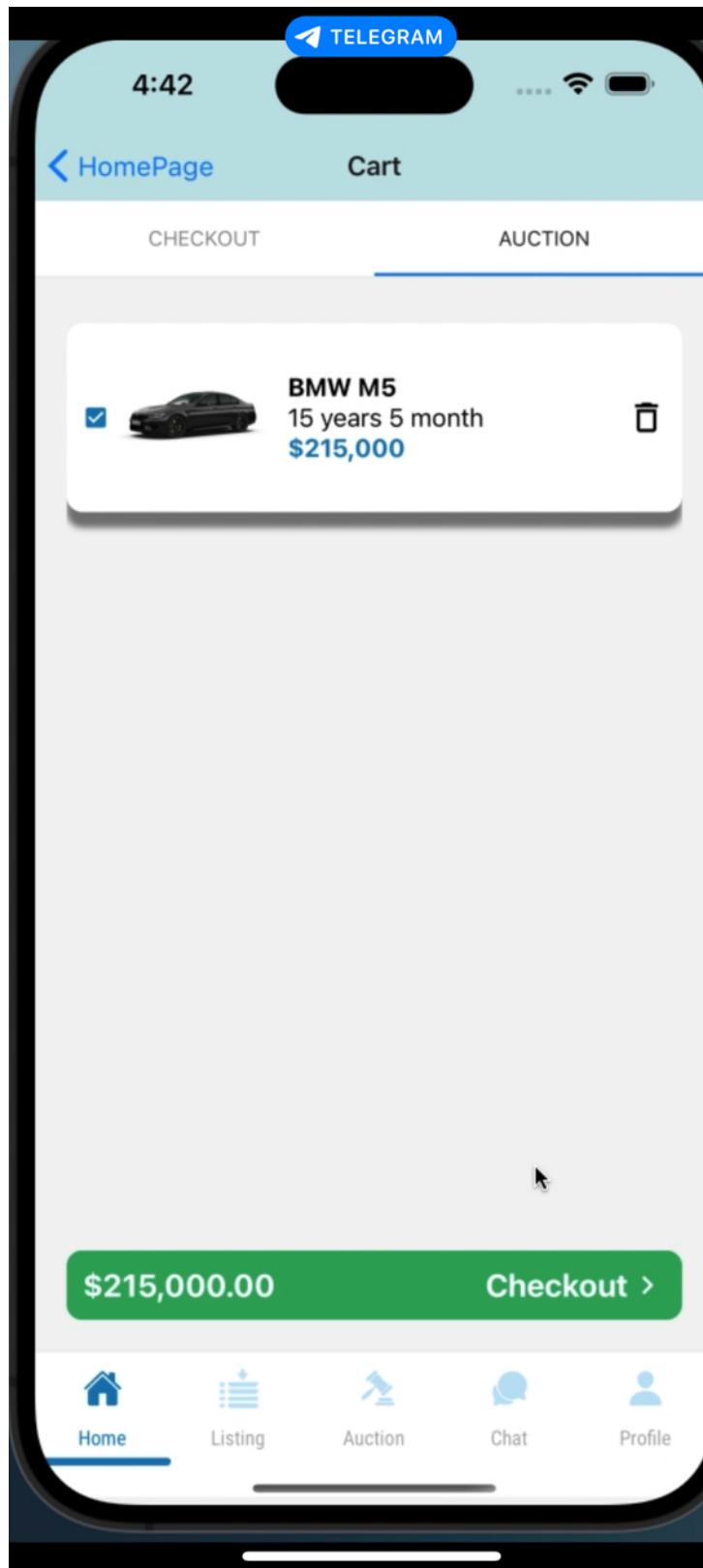
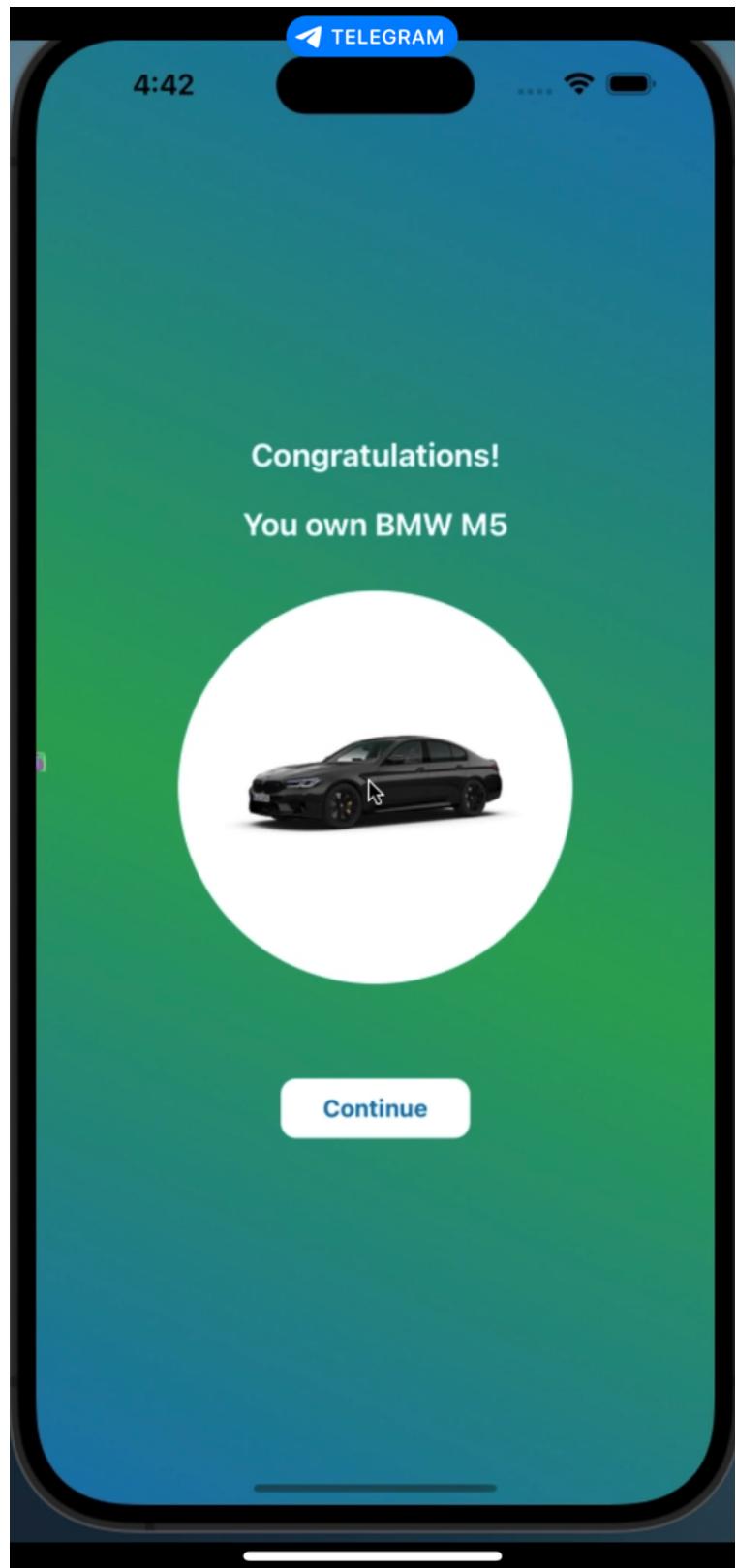
Buyer Use Case



Buyer Use Case



Buyer Use Case



FEATURES

FUTURE IMPLICATIONS

Presentations are communication tools that can be used as lectures, speeches, reports, and more. It all depends on the purpose of your presentation.

01.

**Recommendation
System (Data Analytics)**

02.

AR model of cars

Conclusion

THANK YOU

Design

Auzaie
Young Gun

Backend

Edmerson
Max
Joanne
Bryan Noel

Frontend

Samantha
Afiq
Xi Wen

Supervisor

Chua Hock Chuan



